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PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XV.

NEW YORK, MAY 20, 1896.

No. 8.

The St. Louis Star

The Star leads in the amount
of week-day business carried.

The Star leads in popularity with advertisers.

ADVERTISING RECORD

for six days ending Saturday, May 9:

ST. LOUIS STAR, 188 columns

Post-Dispatch, . . 145 "

Republic, . . . 135 "

Globe-Democrat, . 132 "

Other weeks are just the same.

The Star always leads.

New York Office, 11 Tribune Building.

T. B. Eiker, Manager.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 20, 1893.

Vol. XV.

NEW YORK, MAY 20, 1896.

No. 8.

COMIC JOURNALS AS PRIVATE ADVERTISING ENTERPRISES.

By George J. Manson.

"Baldwin the clothier," formerly of Canal street and Broadway, was the tradesman who originated the idea of publishing a small newspaper, meritorious in itself and, at the same time, an advertising medium for his business. This was about 25 years ago. *Baldwin's Monthly* was a publication of real literary merit. All the articles, poems, essays, biographical sketches, etc., were original and the contributors were professional writers of ability who were paid high prices for their work. There were one or two short articles on the editorial page about the wisdom of dressing well, the cheapness of clothing, etc., and small notices about "Baldwin's one price clothing house" at the foot of columns to fill out the space. It was an eight paged paper, size about 10x8 inches, without illustrations, but well printed on good paper and presented a very neat appearance. It has been said that we seldom value that which we receive for nothing. *Baldwin's Monthly* was given away but it was not thrown away by its recipients. It was a paper that was taken home and read, as it well deserved to be, for its literary value was far greater than many publications which readers purchase at the present time. *Baldwin's Monthly* ceased to exist when its owner died six or eight years ago.

In March, 1886, Smith & Gray, the retail clothiers, began the publication of *Smith and Gray's Monthly*. This was the first humorous paper published by a business firm for advertising purposes. It was issued regularly until 1893, when it was discontinued until 1894, and again discontinued about six months ago, and will probably be revived again. From the initial issue of this paper the best literary talent was employed, and the drawings were made by artists of reputation whose work appeared in the leading comic journals.

All the literary matter and all the pictures were original. On the average, jokes were paid for at the rate of \$1 apiece; drawings from \$6 to \$75 each. As high as \$100 was paid for a story of not more than five hundred words, the writer charging for his name, the use of which he knew would be of value to the publishers. I am informed that this paper was circulated to the extent of 750,000 copies a year. Though the bulk of the edition was given away to customers, it had at one time between 5,000 and 6,000 paid-up subscribers to whom it was regularly mailed. During recent years the publishers accepted outside advertising, for which they charged 75 cents a line, a price that will compare favorably with the rate charged by the first-class comic journals. The literary work on this monthly was not only distinctly original in every respect but the very best artists were employed to do the pictorial work. Another thing, which in this respect at least put the little paper on a par with the *Century* and *St. Nicholas*, the publishers would not sell their cuts and have not done so, as yet. A free copy was sent to each hotel, barber shop and club which agreed to keep it on file in the covers provided by the publishers.

When I asked Mr. de la Vergne, the intelligent ex-editor of this journal and a member of the firm of Smith & Gray, why the publication of the paper was stopped, he said: "In the first place, some of the members of our concern were anxious to spend more money in daily newspaper and one or two other channels of advertising during 1895. Of course, we were spending a very large amount of money on our little comic journal. It cost us between \$40,000 and \$50,000 a year. Some of our concern seemed disposed to try the experiment of spending a good deal more money in the newspapers and in other channels. It was not feasible to do that and continue the publication of the *Monthly* on the plans on which we had been

publishing it. And so we dropped its publication for the time being, but not necessarily for good. Another reason was that I could hardly find time to do the work, in connection with managing our retail business, buying merchandise and traveling on the road. We spent some time in trying to find a suitable man to take charge of the paper, but we found that the man who had the literary capacity did not have the business ability to write the editorials and items pertaining to the trade. When we found a man who could write a clever advertisement, we discovered that he had no conception of art, or literary judgment in the selection of manuscript.

"We regard newspaper advertising," continued Mr. De la Vergne, "as the basis of mercantile publicity, except where concerns are so located that they cannot get the benefit of it. One reason why the paper was started was because it did not pay us to advertise our Brooklyn and Harlem retail stores in the daily papers to reach the people in their respective localities, because we had to pay the same rates as stores centrally located in New York. Those stores of ours required local advertising, and, as the Brooklyn and Harlem newspapers circulated to only a limited extent in comparison with the number of people necessary to reach, we were compelled to start a medium of our own to reach these people that were in the immediate neighborhood of our different retail stores. That condition did not exist to such a great extent when we started our store on the corner of 31st street and Broadway, consequently we thought we could afford to use the newspapers and hope for better results. I do not think that the ready made comic journals used for business purposes are good advertising mediums. No paper of that kind will succeed unless it is backed up by real merit. You may give people old jokes and old cuts thinking they do not remember them, but they do. Such a comic paper has no real merit and the consequence is it falls flat and it does not produce results. If a man has a business of sufficient magnitude and will spend enough money in getting out a comic journal, that is a comic journal in every sense of the word, I regard it as the best advertising scheme."

Browning, King & Co., another large New York clothing firm, publish an illustrated monthly. This is an at-

tractive journal of 16 pages, about the size of *Life*. It was started in 1890. About 100,000 copies are printed each month, and these are partly distributed among the retail stores of the firm, located in fifteen different cities. Each store, in addition, has its own mailing list, which is sent to the New York establishment, and about 50,000 copies are mailed every month to regular addresses, most of the persons being customers. The matter in the paper is original, and outside advertising is not accepted. The firm say that they spend from \$25,000 to \$30,000 a year on their paper. Some of their stores regard it as much better than newspaper advertising. Others look upon it as supplementary to newspapers.

The *Waterbury* is a 16-paged paper of jests and literary selections, published at Waterbury, Conn., in the interests of the Waterbury Watch Co. There are two editions of the journal—one sold at 50 cents a year, and sent out to regular subscribers at pound rates, and another business edition, containing special advertising matter about the Waterbury watch, which is sent to jewelers throughout the country every month at regular postage rates, one cent a copy. This paper was started in 1886, and was originally printed on the comic, ready-print plan. It is published by the Waterbury Co.

Among other leading firms throughout the country who publish papers of this kind are Blasius, the piano manufacturer of Philadelphia. One or two local insurance companies find such journals useful in satirizing, principally by means of the cartoonist's pencil, the weaknesses of rival concerns. The Providence and Stonington Steamship Co. publish their musical programmes in a journal of this sort, which is useful as an advertising medium for the hotels in the cities at either end of the route.

It is the business of the Pictorial Press Co., in Rose street, New York, to supply patent inside comic journals, first, to those parties in different cities who want to start a comic journal of their own, at moderate expense, and, second, comic trade journals for business men. In the first instance they supply a 16 paged paper with eight pages blank, these blank pages to be filled up by the purchaser. The trade papers are of two sizes, eight and sixteen pages. Three or four pages are reserved for general advertising, which they offer at 50 cents a line.



*Don't
Trust
To Luck.*

*Use
The Sun,*

 *New York.*

MR. LOUD'S GREAT OPPORTUNITY.

In PRINTERS' INK of April 8th attention was directed to the circumstance that the mailing envelope of a Boston monthly, called *Profitable Advertising*, violated the postal regulations in regard to second-class matter, in that said wrapper contained information other than the name and address of the publication. The publication of this information caused a notice to be sent to *Profitable Advertising* that the words "only publication of its class in New England" and "the advertisers' trade journal" were not permissible on a mailing wrapper. This notification,

within five days from date, in which case 5 per cent is allowed for advance payment. No exceptions are made." The *Homestead*, of Springfield, Mass., attaches a gummed yellow slip bearing these words: "Five per cent discount allowed if paid within 10 days of date of bill." The *American Agriculturist* uses the same wording, attaching a red-gummed label and adds thereto, in ink, the date upon which the bill is rendered. The proprietors of *Farm and Fireside*, of Springfield, Ohio, attach, with a hand stamp, these words: "This bill is net, but if paid within 10 days of its date a cash discount of 5 per cent will be allowed." *Munsey's Magazine* has printed on its bill:

PROFITABLE ~~The Advertisers' Trade Journal~~ ADVERTISING

Only publication of its class in
New England.

SUBSCRIPTION PRICE, \$1.00 PER YEAR.

KATE E. GRISWOLD, Editor and Publisher, No. 15 SCHOOL STREET, BOSTON, MASS.

it appears, was not given until the entire edition of the next issue of the publication was offered for mailing; and to facilitate matters the proprietor of the paper was permitted to draw blue pencil lines through the objectionable information on the envelope. A reproduction is given herewith of the envelope as it appeared with erasures. If Mr. Loud, of California, would amend his bill, if it is still alive, so as to relieve the postmasters of Boston and other cities from wasting their great energies over trifles of this sort, he might in time become entitled to a place in the Senate Chamber, and as worthy of admiration as either Peffer, of Kansas, or Tillman, of South Carolina.

CIRCUMVENTING THE ADVERTISING AGENT.

PRINTERS' INK has had occasion to say more or less about the attempts on the part of the general advertising agencies to even out a commission by delaying the day of settlement. It is alleged that in some cases this delay has been carried very far indeed; and it would appear that leading newspapers are of late evolving methods for counteracting the growing evil. Bills from the office of the *Ladies' Home Journal* bear this indorsement, made with a hand-stamp: "This bill is net unless check is sent by return mail, or

"Five per cent will be deducted from this bill if paid before ———" and the blank is filled up with a date five days ahead of the date of sending the bill. The *Galveston (Texas) News* has, perhaps, carried this inducement for advance payment further than any other paper—and practiced it longer. It allows an agent 15 per cent commission, but on a bill for an advertisement to be inserted a month it allows an extra 5 per cent for a check with the order. If the order is for three months 10 per cent may be taken off for advance payment, 15 per cent is allowed on six months' orders and 20 per cent on yearly orders for full payment in advance; and so well is this practice of the paper understood by the advertising men, and so firmly are the advertising rates of the paper sustained, that it is said that nineteen-twentieths of all their contracts are paid for in advance, and such firms as the Geo. P. Rowell Advertising Co. and N. W. Ayer & Son pay bills for from \$500 to \$5,000 in advance to the *Galveston News*, as a matter of course, just for the sake of corraling that extra 5, 10, 15 or 20 per cent.

THE SPIRIT OF THE AGE?

Prominent Citizen (to young supplicant)—
It's disgraceful sir, I'll wash my hands of the whole affair, and—

Willie Hustle (stepping hastily forward)—
Pardon me, sir, would you mind using this cake of Hoboes Soap for the purpose?

H. L. PITTOCK,
MANAGER AND
TREASURER.

H. W. SCOTT,
EDITOR.



THE OREGONIAN'S BUILDING
FINEST NEWSPAPER BUILDING
WEST OF CHICAGO

THE OREGONIAN

is the ONE paper of GENERAL CIRCULATION
in the Pacific Northwest



POPULATION.

PORTLAND (official)	-	-	81,342
PORTLAND'S SUBURBS	-	-	17,800
STATE, outside of Portland, (approx.)	-	-	275,000
WASHINGTON	-	-	375,000
IDAHO	-	-	100,000
WESTERN MONTANA	-	-	90,000
BRITISH COLUMBIA	-	-	100,000
TOTAL	-	-	1,039,142

E. G. JONES

IN CHARGE OF ADVERTISING

**THE S. C. BECKWITH
SPECIAL AGENCY**

SOLE EASTERN AGENTS

THE TRIBUNE BLDG.,
NEW YORK

THE ROOKERY,
CHICAGO



Hamilton, — *Canada,*

IS ONE OF THE DOMINION'S
LIVEST CITIES.

Its Street Railway System is modern, its Electric Cars of American manufacture and its citizens live, progressive and enterprising people.

We control the Advertising
in all

Street Cars

OF HAMILTON.



For Rates, Details, etc., address

GEO. KISSAM & CO.,
378 Main Street, Buffalo, N. Y.

NEW YORK WEEKLY WITNESS
 AN EXHIBIT OF APPLIED CHRISTIANITY
 VOL. XXV.—NO. 22. NEW YORK, WEDNESDAY, AUGUST 22, 1896. \$1 A YEAR.

SABBATH READING.
 A WEEKLY LITURGICAL AND DOCTRINAL JOURNAL
 PUBLISHED BY JOHN DOUGALL & CO., NEW YORK.

Combined Circulation
110,000 WEEKLY.
Mail Lists always open for inspection—Circulation not duplicated more than 8%.
QUALITY AND QUANTITY
John Dougall & Co.
NEW YORK

May 20, 1896.

The Combined Circulation of
 THE WITNESS and SABBATH READING is now

125,000

Copies Weekly.

(Signed) WILLIAM A. MARTIN,
 Business Manager,
 130 Nassau Street, New York.

\$1,000

in

Cash Prizes

for

Ad-Smiths

For full particulars send for a ninety-two-page pamphlet, telling all about the American Newspaper Directory, its aims, objects and methods. This pamphlet has been specially prepared for the use of ad-smiths in the competition invited for the \$1,000 in Cash Prizes offered for the advertisements best calculated to sell a book. The pamphlet is now ready and will be sent free, postage paid, to any address.

Address all communications to

THE EDITOR OF

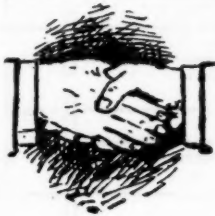
THE AMERICAN NEWSPAPER DIRECTORY,

10 SPRUCE ST., NEW YORK.

PRIZE ADVERTISEMENT FOR THE AMERICAN NEWSPAPER DIRECTORY—EIGHTEENTH WEEK.

In response to the announcement inviting ad-smiths to compete in the construction of an advertisement calculated to sell copies of the American Newspaper Directory, the number of advertisements received for the eighteenth week, ending May 12th, was seven. First choice was given to the advertisement on opposite page. This advertisement was written by Chas. F. Jones, of Chicago, Ill., and appeared in the *Observer*, of Coopersville, Mich., of Friday, May 1st. This is the second time that an ad of Mr. Jones' has been declared best of the week in which received. Mr. Jones it was who carried off the Vase in the PRINTERS' INK competition. Ad writers who submit advertisements should be careful when giving the names of advertisers or publishers who commend the publication, to give only those who have really expressed commendation of it. To secure the names of such, it is only necessary to examine the files of PRINTERS' INK or of the American Newspaper Directory. It is not desired that ad writers shall hazard guesses on this point. Most

of the great advertisers of the country praise the American Newspaper Directory; but to give the name of one who does not, is to give an air of unreliability to a list that may otherwise be correct and convincing. The first advertisement in the competition appeared in PRINTERS' INK of January 22d. The last advertisement will appear in PRINTERS' INK of July 15th. No advertisement will be considered which reaches the editor of the American Newspaper Directory later than July 4th. The result of the competition will be announced in the issue of July 22d.



Congratulate



THE ADVERTISER
WHO HAS AN

AMERICAN
NEWSPAPER
DIRECTORY

He is the man who has a Watch Dog to guard his Cash Box. He is safe from wasting money if he relies on the information which it gives him in regard to the publications in which he is asked to invest his money.

X

He Can
Shake
Hands
With
Success

AND
REFUSE
THE
FLATTERY
OF
FAILURE

X

The American Newspaper Directory

Is a book containing facts about every publication in the United States and Canada. It is revised carefully every year, so that all information is thoroughly up to date. It sells for

The Nominal Price of Five Dollars,

And every business man who advertises can get from it valuable information worth many times its cost. — Without going into a long description of the many merits of this Directory it will be sufficient to state that the following are a few of the points dwelt upon in reviewing the publications that are reported. — The American Newspaper Directory gives a description of each place in which newspapers are published, telling the Population, Local Industries, Railroads, etc., etc., so that the advertiser has some points about the town itself, to help him in deciding whether it will pay him to advertise there or not. — The American Newspaper Directory gives the Politics, Religion, Class, Nationality, Days of Issue, Size of Paper, Subscription Price, Date of Establishment, Circulation, Name of Publisher and Name of Editor of each publication. It also gives many special lists and tables on various other subjects of interest connected with the newspaper business. — If accurate information on any of the above subjects is of interest to you, you can secure it through this valuable book. There is no other publication in the world where the same degree of accuracy is attained, because no other publication is so carefully and systematically compiled. Published by

GEO. P. ROWELL & CO., 10 Spruce St., New York.

Some of The Strong Points

Distributes Over 65,000 Copies
Daily in and About Chicago

Independent and Outspoken.
Interesting and Instructive.

Shows Up Fraud and Deceit.
Soundly Scores Evil Doers.

Prints All the News.
Plays No Favorites.

Advertisers of Experience
Appreciate Its Value.

The Masses Read It.
The People App'aud It.

Circulation Larger Than All
Chicago Evening Papers, Save One.

Honest in Its Opinions.
Honored by Honest People.

**EASTERN
OFFICE:**

517 Temple
Court,
New York



**HOME
OFFICE:**

115-117
Fifth-av.,
Chicago, Ill

QUALITY. QUANTITY. VALUE.

ST. LOUIS GLOBE-DEMOCRAT

Circulation for JANUARY, FEBRUARY, MARCH and
APRIL, 1896. Net Daily Average, less all deductions,

65,212.

STATE OF MISSOURI,
CITY OF ST. LOUIS.

D. M. HOUSER, President of the Globe Printing Co., Publishers
of the ST. LOUIS GLOBE-DEMOCRAT, does solemnly swear that, to the
best of his knowledge and belief, the actual number of copies of the
paper named subscribed for and sold during the months of January,
February, March, and April, A. D. 1896, was as follows:

DATE.	JANUARY.	FEBRUARY	MARCH.	APRIL.
1	69,809	71,437	*82,201	69,270
2	81,374	*82,146	67,300	69,488
3	69,833	70,075	65,280	69,239
4	67,789	67,486	69,643	72,887
5	*78,294	67,628	67,990	*82,199
6	61,707	67,168	63,501	68,105
7	69,675	67,497	72,078	67,859
8	69,731	70,816	*82,890	68,659
9	61,900	*82,041	67,338	68,017
10	68,183	66,735	67,943	69,280
11	67,187	67,465	67,813	72,074
12	*78,786	67,367	69,747	*81,869
13	69,951	67,311	68,211	66,981
14	63,177	67,003	73,797	67,534
15	64,787	72,075	*82,309	67,774
16	66,529	82,250	67,768	69,015
17	65,391	67,109	68,007	67,828
18	68,358	67,806	68,308	71,813
19	*79,834	67,064	68,292	*80,953
20	64,853	68,263	68,674	66,843
21	63,510	69,563	73,604	67,710
22	68,159	78,349	*83,321	67,705
23	67,000	*82,199	72,903	67,991
24	66,136	67,592	69,814	67,895
25	70,762	68,210	69,906	72,033
26	*81,148	68,136	69,988	*81,322
27	66,430	68,672	69,338	67,373
28	67,164	68,374	75,005	68,669
29	66,967	72,463	*83,963	68,435
30	67,124		68,913	68,568
31	67,577		69,039	
Total printed.....	2,065,353	2,051,630	2,222,674	2,114,138
Less Deductions and Sample Copies.....	138,533	129,636	146,370	168,078
Total subscribed for and sold.....	1,946,815	1,921,994	2,066,304	1,955,910
Daily Average Sub scribed for and sold.....	62,791	66,375	66,655	65,197
Total sample copies.....	36,896	30,088	33,136	36,274

*Sundays.

Subscribed and sworn to before
me this 5th day of May, A. D. 1896.

Notarial Term ends
June 21st, 1896.
SEAL.

ART. D. GREENE,
Notary Public.

Signed,
D. M. HOUSER.

Total printed for 4 months 1896.....8,473,785 copies.
Less deductions.....168,078 copies.
Total subscribed for and sold for the 4 mos....7,890,713 copies.
Daily average subscribed for and sold for
the 4 months.....65,212 copies.

For Advertising Rates, address

GLOBE-DEMOCRAT,
Eastern Office, 64 Tribune Building, NEW YORK. ST. LOUIS, Mo.

A Surprise...

Awaits the man who looks over our Advertising Columns carefully. Pick up a daily, compare its general advertising with



HERE ARE A FEW
OF OUR CUSTOMERS—

**Boyce's
Big
Weeklies**

*Hood's, Warner's
Safe Cure, Ayer's
Sarsaparilla, Cuti-
cura, Beecham's,
Sapolio, : : Price
Baking Powder Co.*

Diamond Dyes, No-
to-bac, Montgomery
Ward, Hobb's Pills,
Waverley Bicycles,
Monarch Wheels,
Beethoven, Cornish,
Armour & Co., An-

heuser-Busch, L. L. May, Stoors & Harrison, J. C. Vaughn, McLean, Duffly's Whiskey, Scott's Emulsion, Sanden, Root & Slocum, House, Lyon & Healy, Lewis Lye, Dr. Owen, Enameline, Newman Millinery Co., Rouse, Hazard & Company, Winslow's Soothing Syrup, Dr. Pierce, Pinkham and others. Besides we carry a lot of smaller advertisers, such as Mail Orders, Agents Wanted, etc. We lead in amount of business supply because it pays advertisers : : :

**500,000 COPIES
WEEKLY.**

BLADE, LEDGER, WORLD, \$1.60 per Agate line per issue.

W.D. BOYCE CO. Ad Department, 5th Avenue, CHICAGO.

SOME LEGAL PUBLICATIONS.

The average reader and the advertiser know comparatively little about the various legal publications of the country. The daily, weekly and monthly papers are strictly for the "profession," many of whom find the solid facts of a complicated "case" as interesting as a novel. But to most of us the law is a dry and solemn affair, and we are ready to say with the Earl of Warwick:

In these nice, sharp quillets of the law,
Good faith, I am no wiser than a daw.

There are about forty-five legal publications in the United States and six in Canada. The lawyers of the Eastern, Middle and Western States have quite a number of papers devoted to their business or interest. Only the lawyers of the Southern States have any reason to feel neglected in this respect. There are no law journals south of Richmond, in the East, or south of Louisville, in the West. So that the lawyers of the South first get the current news and court decisions either in their local papers or in the law papers published in the North.

Of the forty-five legal publications in the country not more than three or four have a general circulation—that is, a circulation extending over the different sections of the United States. The reason for this is plain. The laws, methods of legal procedure and practice are somewhat different in different States. The majority of lawyers are interested only in the court decisions and legal matters of their own States. They do not follow, nor do they care much for, the decisions and rulings of other States, except when they are "on all fours" with their own courts.

And so the lawyers of New York, for example, read and subscribe for the law papers published in the city, or in the State. You will find few that take outside publications. The daily papers of the cities devote considerable space to court news, and, of course, they are widely read by the lawyers on that account.

Thus, the circulation of all the law publications is quite small. But the subscription price is usually high. The daily *Law Record*, St. Paul, is \$10 a year, while the daily *Law Journal*, New York is \$7 a year. The regular price of the weekly law publications is about \$5 a year, and of the monthlies about \$3 a year.

The advertising in legal publications

is confined almost entirely to the books and things sold to the profession. And yet it seems to me that this advertising could be broadened considerably. The lawyers are, for the most part, a select and educated body of men; they have more or less money to spend, and they constitute a respectable purchasing element of the community. As far as "quality circulation" is to be considered, the law publications have some claims to our attention.

Some mention of the more prominent law papers in their respective cities and States may here be made. First of all we may refer to the three or four publications, whose circulations are not confined within the borders of any one or two States.

Perhaps most lawyers would say that the *Green Bag*, published at Boston, has as wide-spread circulation as any paper of its kind. The reading matter in this paper is not of local interest, but the contents will appeal as much to lawyers in California as to those in Massachusetts, where it is published. The *Green Bag* will run from thirty to forty pages per issue, monthly. Each number contains one or more portraits of eminent judges and lawyers, biographical sketches, bright comments and clever stories and witticisms anent the bar. The paper has a literary tone and style, which often serves to make dry legal subjects interesting and readable. The circulation is small, perhaps from 800 to 1,000 copies.

Next come the *Albany Law Journal* and the *Harvard Law Review*. The first named paper was established in 1870, and, about twelve years ago, under the editorship of Irving Browne, it enjoyed an inter-State reputation. That was on account not only of well edited legal news of the different States, but of its literary matter and special articles of timely interest. Of late years the *Journal* has devoted most of its space to the legal news and practice of New York State. It is an eighteen or twenty-four page weekly, and has a circulation of about 1,500 copies.

The *Harvard Law Review*, published at Cambridge, is more or less the organ of the law school at that place. It is also in favor with law students at other colleges. It is ably edited, and has a high reputation for thoroughness in annotation of leading cases. The *Review* is a monthly, with a circulation of about 1,000 copies.

The *American Law Register and Review*, Philadelphia, is one of the oldest and most respectable publications of its class. It was established in 1852, and at one time had a general circulation among the lawyers. It is now issued monthly by the press of the University of Pennsylvania. For some reason or other the publisher restricts the advertising to purely legal matters. The leading features of the *Register and Review* are special articles and annotated cases. It has a circulation of 2,000.

The *Legal Intelligencer*, published weekly at Philadelphia, is read by the lawyers of the Keystone State. It has a circulation of about 1,800 copies.

The *American Lawyer* is published monthly at New York City. The subscription is low, only one dollar a year. This gives it a very large circulation for a legal publication, being about 12,000 copies per issue. It carries some outside advertising.

The *Central Law Journal*, published weekly at St. Louis, compares favorably with any publication of its kind. From the beginning it has had able editors and law writers, some of them retiring to higher posts of honor in the profession. The *Journal* has a wide circulation among the lawyers of the Western and Southwestern States. It has a fair advertising patronage. The circulation is about 5,000 copies weekly. There is also another good law paper published at St. Louis—*American Law Review*. It is now in its thirty-first year, and is issued bi-monthly. It occupies the same field as its rival, the *Journal*, but appeals more to lawyers of the Western States than to those of the East. The circulation cannot be far from 3,000 copies per issue.

We may now refer to the law publications that have a localized circulation. As a rule, these papers are of interest only to lawyers in the cities and States in which they are published.

There are five law papers in New York City. The *Law Journal*, issued daily except Sundays, is found in three-fourths of the law offices of the city. It keeps the lawyers posted on the local court news, the daily calendars, and also reports some of the more important rulings and decisions. Its circulation is about 1,000 copies daily. The advertising is confined principally to legal notices and some professional cards. The *University Law Review*, New York, is published monthly except during the months of July, Au-

gust and September. It was established in 1875, and has been the organ of the University Law School. Under the editorship of the late Austin Abbott, an able lawyer and writer, the *Review* took a high position in the legal field, which has been sustained. The paper has a small amount of advertising, and its circulation is about 3,000 copies.

There are four law publications in Chicago. The *Legal News* has enjoyed the distinction of being the only law paper edited by a woman. The woman in the case is Mrs. Myra Bradwell, who has shown her ability by being able to conduct successfully a paper read and criticised by keen lawyers. The *News* is issued weekly, and devotes most of its space to the law news of the city and State. It has a circulation of about 3,000 copies. The *Chicago Law Journal* occupies a little broader field. It is issued monthly, and has a circulation of about 2,500 copies.

The *National Reporter System*, as it is called, is the most extensive scheme for giving the lawyers of the country prompt and reliable reports of the decisions of the courts. The West Publishing Company, of St. Paul, issue ten weekly Reporters covering the United States, as follows: Atlantic, Pacific, Federal, Northeastern, Northwestern, Southeastern, Southwestern, Southern, Supreme Court Reporter, and the New York Supplement. Very few decisions of any importance escape this drag-net. The subscription price of the *Federal Reporter* is \$10 a year, and \$5 a year for each of the others. The combined circulation of the ten "Reporters" is 30,000 copies weekly. The outside advertising is very small. Most of the advertisements are about books and publications for the profession.

There are a number of publications that may be classed under the head of "legal," although they are not strictly for the profession. *Business Law*, as the name indicates, aims to give useful and reliable legal information in as plain and simple words as possible for business men. It is published monthly at Chicago, and is sold for one dollar a year. Each number is full of meat. The various decisions of interest to business people are condensed into brief paragraphs. The circulation is perhaps 1,000 copies.

Then there are several publications devoted to commercial law and collec-

tions. One of these is the *Lawyer and Credit Man*, issued monthly at New York City. It has a circulation of about 2,200 copies. Another publication of the same character is the *Collector and Commercial Lawyer*, published monthly at Detroit. It has a circulation of about 4,000 copies.

The bankers are more or less interested in law matters, and so there are several publications that undertake to give them the latest legal information concerning their interests. Perhaps the two most important journals of this kind are the *Banker and Tradesman*, published weekly at Boston, and the *Banking Law Journal*, a monthly issued at New York. The first named has a circulation of about 15,000 copies, and the other about 1,500.

Finally, to this list should be added the papers that furnish legal news of interest to insurance men. The *Insurance Law Journal* is a monthly magazine of eighty-four pages, published at New York. It gathers all the decisions relating to the various kinds of insurance—fire, life and marine. The paper has a circulation of about 1,200. The *Legal and Insurance Reporter* of Philadelphia covers the same ground. It is a monthly, with a local circulation of about 500.

It is hardly necessary to mention other legal publications of several States that have largely a local circulation. They range in circulation from 500 to 1,000 copies. The papers above named will give the reader and advertiser some idea of their scope and character, and of the field they cover.

L. J. VANCE.

EVOLUTION OF PICTORIAL ADVERTISING.

It is interesting and suggestive to study the evolution of pictorial advertising. One or two things may be noted. Of course there has been wonderful improvement in artistic work and design. But more than that, there has been a great change in the kind and character of illustrated advertising, or, as the artist would say, the *motif* is different.

The pictures that used to accompany advertising were not true to life. The majority of them were exaggerations. Some of them were quite absurd. This was more or less true of the illustrations that formerly accompanied patent medicine ads. The attempt of the artist to show the wonderful cures wrought by taking the panacea usually resulted in a failure.

Many readers will remember the common run of such pictures, as "before" and "after" using. The time passed some years ago when advertising was exaggerated in style and manner. The best advertisement now appeals to reason and common sense. It is plain, straightforward and truthful.

The use of well-drawn and attractive illustrations will always help an advertisement. Sometimes a good illustration will redeem a badly written ad, but a bad illustration usually makes a bad advertisement, no matter how good the words may be. Pictures seem to strike deepest and leave more lasting impressions than words. Thus, you may not remember such familiar names as those of Messrs. Woodbury and Douglas, but you remember their faces. So it is with several other advertisements that are recognized on account of their pictures. Quite a number of advertisers used pictorial trade-marks. They are good enough in their way, but as a rule they do not illustrate anything or any point. For example, it is hard to see what good is done by the picture of a can of baking powder or of corned beef. Nor is there much gained by such illustrations as the "euchre hands," used by Adams of tutti-frutti fame; the blackbird of Carter's Pills, or the sleek, fat Quaker of Quaker Oats.

It seems to me that the artist of Rogers, Peet & Co. made a distinct advance in pictorial advertising. Here was a man who knew how to make illustrations that appealed to our good nature and love of humor. Besides, his illustrations always made or scored a point. They told the reader about something which he needed, and which he could buy at that particular store at the right price.

The wide use of illustrations is now making all advertising more attractive than ever before. The trouble is, however, that many advertisers do not yet understand the secret of illustrated advertising. The mere using of a picture does not count for much. The advertiser must have a picture that is worth the space and the money it costs. There are too many pictures of stoves, pianos, shoes, typewriters, bicycles, steam engines, etc. They take space that might be put to better use. No shrewd advertiser buys space for the mere sake of using a picture. The picture or illustration is used because it is more valuable than words.

L. J.

PERSONAL PUBLICITY.

The newspapers in these days may be fairly considered a medium of fame, and because of their number and enterprise fame is intense while it lasts, though the very enterprise that concentrates its brilliancy makes it short. Nobody can be famous and keep out of the newspapers now, nor, vice versa, can any one be in the newspapers and not acquire a degree of fame. It is said that at the moment President Cleveland is the most discussed American in the papers; that McKinley stands second, and that Gov. Morton comes third. Politics, apparently and naturally, interests the people more than does any other subject. After politics, sentiment, with a little political boost, is most prominent; then science, and last of all the drama. It is an interesting, perhaps an instructive, list. It would have more of both instruction and interest, however, were subjects rather than men, catalogued. Where, one wonders, do the eternal verities come in, the broad question humanity is never through asking? In a generation nearly all of these men written of will have passed. Do we talk with like eagerness of no more permanent matters?—*Rochester (N. Y.) Post Express.*

In advertising, always be
As honest as you can;

Be sure it's merchandise you sell,
And not your fellow-man.

—Chicago Post.

BATES AND HIS BOOK.

By W. D. Howells.

(From *Harper's Weekly* of May 9th.)

The other day, that friend of mine who professes all the intimacy of a bad conscience with many of my thoughts and convictions, came in with a bulky book under his arm, and said: "I see by a guilty look in your eye that you are meaning to write about spring."

"I am not," I retorted, "and if I were, it would be because none of the new things have been said yet about spring, and because spring is never an old story, any more than youth or love."

"I have heard something like *that* before," said my friend, "and I understand. The simple truth of the matter is that this is the fag end of the season, and you have run low in your subjects. Now, take my advice, and don't write about spring; it will make everybody hate you, and will do no good. Write about advertising. He tapped the book under his arm significantly. "Here is a theme for you."

I.

He had no sooner pronounced these words than I began to feel a weird and potent fascination in his suggestion. I took the book from him, and looked at it eagerly through. It was called *Good Advertising*, and it was written by one of the experts in the business, who have advanced it almost to the grade of an art, or a humanity.

"But I see nothing here," I said, musingly, "which would enable a self-respecting author to come to the help of his publisher in giving due hold upon the public interest these charming characteristics of his book which no one else can feel so penetratingly or celebrate so persuasively."

"I anticipated some such objection from you," said my friend. "You will admit that there is everything else here?"

"Everything but that most essential thing. You know how we all feel about it; the bitter disappointment, the heart-sickening sense of insufficiency that the advertised praises of our books give us poor authors. The effect is far worse than that of the reviews, for the reviewer is not your ally and copartner, while your publisher—"

"I see what you mean," said my friend. "But you must have patience. If Mr. Charles Austin Bates can write

so luminously of advertising in other respects, I am sure he will yet be able to cast a satisfactory light upon your problem. The question is, I believe, how to translate into irresistible terms all that fond and exultant regard which a writer feels for his book, all his pervasive appreciation of its singular beauty, unique value and utter charm, and transfer it to print, without infringing upon the delicate and shrinking modesty which is the distinguishing ornament of the literary spirit?"

"Something like that. But you understand it."

"Perhaps a Rontgen ray might be got to do it," said my friend, thoughtfully, "or perhaps Mr. Bates may bring his mind to bear upon it yet. He seems to have considered every kind of advertising except book advertising."

"The most important of all!" I cried, impatiently.

"You think so because you are in that line. If you were in the line of varnish, or bicycles, or soap, or typewriters, or extract of beef or of malt—"

"Still I should be interested in book advertising, because it is the most vital of human interests."

"Tell me," said my friend, "do you read the advertisements of the books of rival authors?"

"*Brother* authors," I corrected him.

"Well, brother authors."

I said no, candidly, I did not; and I forbore to add that I thought them little better than a waste of the publishers' money.

II.

My friend did not pursue his inquiry to my personal disadvantage, but seemed to prefer a more general philosophy of the matter.

"I have often wondered," he said, "at the enormous expansion of advertising, and doubted whether it was not mostly wasted. But Mr. Bates, here, has suggested a brilliant fact which I was unwittingly groping for. When you take up a Sunday paper"—I shuddered, and my friend smiled intelligence—"you are simply appalled at the miles of announcements of all sorts. Who can possibly read them? Who cares even to look at them? But if you want something in particular—to furnish a house, or buy a suburban place, or take a steamer for Europe, or go to the theater—then you find out at once who reads the advertisements and cares to look at them. They respond

to the multifarious wants of the whole community. You have before you the living operation of that law of demand and supply which it has always been such a bore to hear about. As often happens, the supply seems to come before the demand; but that's only an appearance. You wanted something, and you found an offer to meet your want."

"Then you don't believe that the offer to meet your want suggested it?"

"I see that Mr. Bates believes something of the kind. We may be full of all sorts of unconscious wants which merely need the vivifying influence of an advertisement to make them spring into active being, but I have a feeling that the money paid for advertising which appeals to potential wants is largely thrown away. You must want a thing, or think you want it; otherwise you resent the proffer of it as a kind of impertinence."

"There are some kinds of advertisements all the same that I read without the slightest interest in the subject matter. Simply the beauty of the style attracts me."

"I know. But does it ever move you to get what you don't want?"

"Never; and I should be glad to know what Mr. Bates thinks of that sort of advertising—the literary, or dramatic, or humorous, or quaint?"

"He doesn't condemn it quite. But I think he feels that it may have had its day. Do you still read such advertisements with your early zest?"

"No; the zest for nearly everything goes. I don't care so much for Tourguenief as I used. Still, if I come upon the jaunty and laconic suggestions of a certain well-known clothing-house, concerning the season's wear, I read them with a measure of satisfaction. The advertising expert—"

"Mr. Bates calls him the ad-smith."

"Delightful! Ad is a loathly little word, but we must come to it. It's as legitimate as lunch. But as I was saying, the ad-smith seems to have caught the American business tone as perfectly as any of our novelists have caught the American social tone."

"Yes," said my friend, "and he seems to have prospered as richly by it. You know some of those chaps make \$15,000 or \$20,000 by ad-smithing. They have put their art quite on a level with fiction pecuniarily."

"Perhaps it is a branch of fiction."

"No; they claim that it is pure

fact. Mr. Bates discourages the slightest admixture of fable. The truth, clearly and simply expressed, is the best in an ad."

"It is best in a wof, too. I am always saying that."

"Wof?"

"Well, work of fiction. It's another new word, like lunch or ad."

"But in a wof," said my friend, instantly adopting it, "Mr. Bates insinuates that the fashion of payment tempts you to verbosity, while in an ad the conditions oblige you to the greatest possible succinctness. In one case you are paid by the word; in the other you pay by the word. That is where the ad-smith stands upon higher moral ground than the wof-smith."

"I should think Mr. Bates might have written a recent article in *The* —, reproaching fiction with its unhallowed gains."

"If you mean that for a sneer, it is misplaced. He would have been incapable of it. Mr. Bates is no more the friend of honesty in ad-smithing than he is of propriety. He deprecates jocosity in apothecaries and undertakers, not only as bad taste, but as bad business; and he is as severe as any one could be upon ads that seize the attention by disgusting or shocking the reader, like 'Baby one solid Sore,' for an eczema cure."

"He is to be praised for that, and for the other thing; and I shouldn't have minded his criticising the greedy wof-smith. I hope he attacks the use of display type, which makes our newspapers look like the poster-plastered fences around vacant lots. In New York there is only one paper whose advertisements are not typographically a shock to the nerves."

"Well," said my friend, "he attacks foolish and ineffective display."

"It is all foolish and ineffective. It is like a crowd of people trying to make themselves heard by shouting, each at the top of his voice. A paper full of display advertisements is an image of our whole congested and delirious state of competition; but even in competitive conditions it is unnecessary and it is futile. Compare any New York paper but one with the London papers, and you will see what I mean. Of course I refer to the ad pages; the rest of our exception is as offensive with pictures and scare-heads as all the rest. I wish Mr. Bates could revise his opinions and condemn all display in ads."

"I dare say he will when he knows what you think," said my friend, with imaginable sarcasm.

III.

"I wish," I went on, "that he would give us some philosophy of the prodigious increase of advertising within the last twenty-five years, and some conjecture as to the end of it all. Evidently, it can't keep on increasing at the present rate. If it does, there will presently be no room in the world for things; it will be filled up with the advertisements of things."

"Before that time, perhaps," suggested my friend, "ad-smithing will have become so fine and potent an art that advertising will be reduced in bulk, while keeping all its energy and even increasing its effectiveness."

"Perhaps," I said, "some silent electrical process will be contrived, so that the attractions of a new line of dress goods or the fascination of a spring or fall opening may be imparted to a lady's consciousness without even the agency of words. All other facts of commercial and industrial interest could be dealt with in the same way. A fine thrill could be made to go from the last new book through the whole community, so that people would not willingly rest till they had it. Yes, one can see an indefinite future for advertising in that way. The ad-smith may be the supreme artist of the twentieth century. He may assemble in his grasp, and employ at will, all the arts and sciences."

"Yes," said my friend, with a sort of fall in his voice, "that is very well. But what is to become of the race when it is penetrated at every pore with a sense of the world's demand and supply?"

"Oh, that is another affair. I was merely imagining the possible resources of invention in providing for the increase of advertising while guarding the integrity of the planet. I think, very likely, if the thing keeps on, we shall all go mad;—but then we shall none of us be able to criticise the others. Or possibly the thing may work its own cure. You know the ingenuity of the political economists in justifying the egotism to which conditions appeal. They do not deny that these foster greed and rapacity in merciless degree, but they contend that when the wealth winner drops off gorged there is a kind of miracle wrought, and good comes of it all. I

never could see how; but if it is true, why shouldn't a sort of ultimate immunity come back to us from the very excess and invasion of the appeals now made to us and destined to be made to us still more by the ad-smith? Come, isn't there hope in that?"

"I see a great opportunity for the wof-smith in some such dream," said my friend. "Why don't you turn it to account?"

"You know that isn't my line; I must leave that sort of wof-smithing to the romantic novelist. Besides, I have my well-known panacea for all the ills our state is heir to, in a civilization which shall legislate foolish, and vicious, and ugly, and adulterate things out of the possibility of existence. Most of the ad-smithing is now employed in persuading people that such things are useful, beautiful and pure. But in my civilization they shall not even be suffered to be made, much less foisted upon the community by ad-smiths."

"I see what you mean," said my friend, and he sighed gently. "I had much better let you write about spring."

CLEVER DEFINITIONS.

The following *fin-de-siècle* definitions appear in an article in *Current Literature*:

Ambiguity—A quality deemed essentially necessary to the clear understanding of diplomatic writings, acts of Congress and law proceedings.

Blushing—A suffusion—least seen in those who have the most occasion for it.

Brief—The excuse of counsel for an impertinence that is often inexcusable.

Cigar—A roll of tobacco, with fire at one end of it, and a fool at the other.

Eye-glass—A toy which enables a coxcomb to see others, and others to see he is a coxcomb.

Miser—One who, though he loves himself better than all the world, uses himself worse; for he lives like a pauper, in order that he may enrich his heirs, whom he naturally hates.

Mouth—A useless instrument to some people, in its capacity, by the organs of speech, of rendering ideas audible; but of special service to them in its other capacity of rendering victuals invisible.

Plagiarists—Purloiners, who filch the fruit that others have gathered, and then throw away the basket.

Review—A work that overlooks the production it professes to look over, and judges of books by their authors, not of authors by their books.

WELL STATED.

Suppose I have six advertisers and favor No. 1 with a free notice. Nos. 2, 3, 4, 5 and 6 see it and each wants a similar notice. I am unjust to them if I don't give it. And if I do is not No. 1 "lost in the shuffle?" Is it not better for him to pay us 50 cents per line or such readers and illustrations as he wants?—*National Stockman and Farmer*.

HERE, THERE AND EVERYWHERE.

By Oscar Herzberg.

A group of newspaper men and ad writers took lunch together one of these sultry May days, and while they ate they kept up a continuous conversation about advertising and kindred topics. I am trying to reproduce some scraps of the talk.

"I think," said No. 1, "that the best ads that I have ever seen are those written by Wolstan Dixey. Dixey is a friend and pupil of Powers; but all Powers' mannerisms and idiosyncrasies, which spoil so much of the senior ad writer's work, are absent in Dixey's. He possesses, indeed, all the strength and virility of Powers' style, but it is refined and its rough edges worn off. Dixey gets nearer to the people than any ad writer of the day. He was a teacher once; perhaps it taught him how minds are influenced and convinced."

"Every ad writer," said No. 2, "has some distinctive merit or feature. There is Mr. Bates, for instance. None of his work is brilliant, perhaps; but it is steadily and continuously good. Few ad writers boast of a style so naturally full of vigor and straightforward directness. Then there is Jed Scarboro. Scarboro's greatest ability, perhaps, lies in thinking up striking and effective head-lines. There is a certain breeziness in his writing that is more than attractive. Wheatley is an excellent disciple of Powers, and so, too, is Nathaniel C. Fowler, who beats them all in his knowledge of type display."

"The most that any ad writer can do," said No. 3, "is to minimize the chances of failure. That is the most that we all can do. The ad writer who is willing to guarantee that he will be successful is a fool or worse. When I see an advertising agency constantly advertising that 'our clients always succeed' and 'we never fail,' I know it is a barefaced lie. The most skillful and learned of us fail sometimes; but the more experience we have gained, and the more judgment we possess, the less the chances of failure. When an intelligent advertiser goes to an ad writer to write his ads, or to an advertising agency to place them, he does not thereby insure himself suc-

cess; he merely, like a wise man, minimizes the chances of failure."

"It is a good thing," said No. 4, "to read your ads to your wife or your daughter or your friend, and see what they think of them. You are too near the work to see its defects and shortcomings. That is the trouble with most people who write their ads themselves or manage the advertising of their business with their own hands. They lack perspective; they are too close. Many a man has made fortunes for others in advertising who could not push his own pill or embrocation effectively just for this reason."

WHAT IS NEWS?

The energy of the press in gathering facts and reports of all kinds from all parts of the globe is notable and admirable; but its judgment in selecting the matter which it prints is open to grave question. Indeed, it may be said that, in too many cases, "judgment has fled to brutish beasts;" there is no discrimination, no selection, no attempt to do real editorial work for the reader. Upon his devoted head is poured, day after day, a mass of insignificant, irrelevant uninteresting details which give him no real intelligence about men, manners or current history. A great deal of the matter published as "news" is not news at all; it is simply village gossip, signifying nothing. What is *news*? Evidently from the standpoint of some editors news is mainly murder, arson, suicide, theft, adultery, lynching and all manner of unrighteousness. These things are at the front; they fill the first page; they are spread out in display type; they are paid for at the highest rates; they are the most eagerly sought for "stories;" while the opening of colleges, libraries, museums, hospitals, the unveiling of works of art, the completion of noble buildings, the discovery of new means of preserving life, beautiful courtesies, noble services, heroic devotions, appear in obscure corners in small type, and are given the smallest space, relatively. Not long ago an arbitration conference was held in Philadelphia. The subject was one of international importance, the speakers were men of national reputation. In many newspapers no reference was made to the meeting. In one of our "journals of civilization" it was given half a column of space, while the same issue of the journal devoted three columns to a divorce case in which the evidence was held in the hands of the court—in which, in other words, there were no facts accessible to the public! The completion of the Boston Public Library Building was a matter of national importance, full of significance to every intelligent man and woman who cares for the higher civilization in America. It received a good deal of attention from the press; but compared with the space devoted to Holmes, the murderer, it was a matter of very minor interest or importance. Evidently there is something wrong with the editorial perspective; something defective in the editorial judgment of the relative values of things.—*The Outlook.*

LET men who fain would gather chink
Make liberal use of PRINTERS' INK.

ADVERTISING LITERATURE OF RAILWAYS.

The great transportation companies of to-day are publishers on a large scale. Several of the larger systems issue each year octavo volumes of from four to five hundred pages, profusely illustrated with maps and reproductions of photographs and drawings, and containing not only full information as to routes and rates but attractive little articles describing the more prominent resorts reached by the line in question. Many of these productions are gotten up with a painstaking elaborateness which is rather remarkable in view of their essentially ephemeral nature. It must be said that they are on the whole extremely interesting and valuable guide books to the districts treated of, and an outsider finds it difficult to understand how such an enterprise can pay for itself.

The sporting fraternity—the hunters and anglers—being necessarily indefatigable travelers, have many attentions paid them by the promoters of this class of reading. Experts define for them the exact localities frequented by the moose, deer, bear, duck, geese, quail, pheasant and every other beast and bird worth hunting. They are advised as to weapons, outfits, stopping places and camping grounds, while notices of the “open” and “close” seasons are frequently expanded into lengthy excerpts from the laws governing such matters in the various States. One line, conveying each season hordes of disciples of Isaak Walton to the Thousand Islands, publishes a handy little treatise that maps out the most likely spots in which to try for the muskallonge and other finny game with which that delectable region abounds, adding the most minute instructions with regard to tackle, flies and the like, so that even a tyro may set out with a reasonable chance of good sport. For the canoeists there have been written a number of fascinating accounts of trips through the Adirondack and Canadian lakes, after a perusal of which one feels so thoroughly posted as to camps, portages and provisions that the instructions concerning guides seem superfluous, and these articles occasionally come from the pen of some writer whose name is by no means unknown in more distinctively literary fields.

Eloquent as are many of these de-

scriptions, however, it is in the comparatively unsettled regions of the country, which wait, like Mr. Micawber, for “something to turn up”—the something in this case being immigrants and settlers—that the full resources of the language are brought into play. Concerning Utah: “Smite the rock-ribbed laboratories of Omnipotence, and let unnumbered healing floods gush forth, rich in miracle-working virtues for the alleviation of many of the sorest ‘ills that flesh is heir to.’ As the dazzling bosom-jewel of the whole transcendent scene spread out the 2,500 square miles of that majestic and mysterious lake, whose waters hold in solution wealth enough to pay all the national debts of the world, and leave a fortune for every man, woman and child from Cape Cod to Yuba Dam. And over all throw the glory of a climate unsurpassed under heaven since sin and death climbed into Eden, and the translucent splendor of skies more radiantly sapphired than ever bent their crystal arches above the far-famed, beggar-hemmed and fleagirt Bay of Naples, or the Lake of Como, on whose enchanted shores lay the bogus ranch of that glib-tongued bunco-steerer, Claude Melnotte—and—you have a poor, faint, puny approximation to an idea of Utah!” * * *

When it is stated that this tribute does not come from a casual visitor, but from a native, knowing whereof he speaks, one can but wonder if even an immigrant could be found so stolid as to remain undazzled.

The quantity of such matter issued is well nigh incredible. Here is a Western road with a folio “annual,” a brochure on the discovery of the Arkansaw Hot Springs by De Soto, illustrated with eight or ten full page and really artistic wood cuts from drawings specially made by well-known artists; and a dozen or more hundred-page publications descriptive of various sections which it traverses. Add to this the many smaller pamphlets and numberless “folders” or time tables, and the bulk becomes truly formidable. This, too, in a region not nearly so much “written up” as some parts of the East. There is in New York City an office whose sole *raison d’être* is the dissemination of literature appertaining to New England’s many “resorts,” and the inquiring visitor may bear away with him a cartload of miscellaneous information concerning this section of country. One of the lead-

ing New England railways issues an illustrated monthly, now in its third year, of which ten thousand copies are distributed gratuitously each month. Local stories and traditions, with miscellaneous current notes, are varied with fishing and hunting articles, and the pictures are frequently reproductions of very interesting photographs.

There are not lacking, too, varied samples of "display" advertising. Colored card board figures, symbolizing in some intricate fashion the road issuing them, and large lithographs or engravings of choice bits of scenery abound. A road with a kite-shaped track makes the fact prominent by cutting its pamphlet to the same design, and the "Florida Special March," like "My Florida Home," is dedicated to a railway which makes a specialty of a trip to that State.

One could not ask for more conclusive proof of the sincerity of the inducements offered in these manifold publications than the fact that the inspirers and promoters of them, in the shape of the "American Association of General Passenger and Ticket Agents," themselves follow out in their outing each year some of the suggestions offered to their readers—surely when the physician makes use of his own medicine the patient may feel confident as to its efficacy.—*Review of Reviews.*

INTERESTING THE PUBLIC.

By Richard Wallace.

I wonder how many merchants, when preparing their advertisements for the newspapers, reflect that what they are writing should be intended to interest the public, much in the same way as the important news items attract people. One would think that all would be imbued with that idea and aim—until a perusal of the ads, when printed, shows us that we are mistaken. They do not interest.

Every ad will interest somebody—even if it is only the advertiser himself. A few ads will interest a number of people if they happen to be in immediate need of the article advertised, but an announcement that shall interest the people generally—the bulk of the readers of whatever papers it appears in—is as rare as a red-headed nigger.

One difficulty to be encountered in striving to make an advertisement as interesting as an ordinary news item

is the possibility—perhaps probability—of deceiving the reader. "Scare" headings usually deceive, and are often meant to do so. "Sensationalism" is not permissible in an honest advertisement. The plainer and truer the statement the better, but you must try to interest everybody. This is how a Brooklyn furniture man does it:

A STRANGE DISAPPEARANCE

of brag and bluster has been noticeable about the stores of our competitors since we commenced to advertise facts about furniture, and to quote such low figures for high-class goods.

THERE'S NO TRACE LEFT

on the Avenue of former business methods. We have revolutionized the trade with such bargains as this:

Then he proceeds to mention his specialties and prices.

I don't know whether this is a good or a bad ad—perhaps the advertiser has found out by this time. It is certainly eye-catching and interesting, and it doesn't deceive. But I don't think that alluding to one's competitors in any way is good advertising. The two captions are striking and relevant. They would catch anybody's eye and impel one to read, and that is why I think I would have said more about myself and less about my rivals in the body of the matter. I think the merchant just missed having a remarkably good ad.

If the news about the store can be told as tersely and as interestingly as the news of what is happening in the city and around us, then we shall have better advertising, but the writer of such matter has yet to put in an appearance.

PROFESSIONAL COURTESIES.

Actor (in country town)—I hope you won't object to announcing in your paper that this will probably be the last chance to see me outside of the great cities, as I have received an offer from the Gotham Theater, for next season, at \$500 a week.

Editor—I'll print it with pleasure. And by the way, please announce from the stage that now is the time to subscribe for the Pumpkinville *Trumpet*, as I have received an offer of \$5,000 a week to run the London *Times*.—*New York Weekly.*

DON'T MISJUDGE HIS STRENGTH.

Do not underestimate the strength of your competitor. He may be a better buyer than you. His lieutenants may be better skilled in mercantile tactics. His capital may be more abundant, and therefore can well be turned over at less profit. If you want to be victorious there must be no sleeping at your post. Throw out your skirraish lines of good values and honest modern methods. —*Furniture News.*

PLEASING THE PUBLIC.

The only way to attract the people is to please them; the only way to keep their custom is to continue pleasing them and anticipate their pleasures. You want to "keep tab," as it were, on what they require, to constantly endeavor to find out their wants and supply them promptly. This can be done promptly through your salespeople. If goods be asked for that you haven't got, offer to get them. Get the address of the would-be purchasers, notify them when you have the goods, and let that be quickly. All that is trouble, but it is the kind of trouble that pays and builds up a solid, permanent trade.

I have always claimed that the *private* reputation earned by a firm's enterprise was more stable than the public one earned by advertising. Shoppers are mostly women, and it is one of woman's most glorious privileges to talk, and she never fails to avail herself of that privilege. Please the woman and you have secured the family trade, besides recommending you to her friends. Displease her, and you have not only made an enemy of her, but of her friends also.

You will never please the public by being lax or unattractive in your advertising. The people have come to be great and discerning critics in this respect. They criticise your ads, your matter and your methods much more than you think. Nothing stale, weak or silly, by way of argument, will "go down" with them. And you must not merely please them in words, but in practice. Promise nothing you are not prepared to perform when they visit your store.

Because you happen to be doing a good business don't make the mistake of getting churlish with customers. That is a good way to lose all you have gained. At all times politeness paves the way to prosperity, the lack of it drives away your best trade. Don't tire of taking pains to please the people or of trying, by attractive methods, to gain new friends from day to day. Never let the report get abroad that you are disobliging or disrespectful. That will do you more harm than your best advertisement will do good. You really can't afford to get irritated because a customer is somewhat hard to please. Remember your place is to please the public if you wish to succeed.

It is a great mistake to discriminate

too much between the regular and the casual customer. The same means that made the first one permanent can make the second one permanent, too. Treat every caller as if he or she were regular traders at your store, and you will find that a good way to win friends. Affability, anxiety to satisfy, an unconsciousness—real or assumed—of being put to any trouble or inconvenience—all these are instrumental in pleasing the public, and they are positive necessities in every store that is run with any idea of being a permanent success.

JOHN CHESTER.

OLD NEWSPAPERS.

A rare and interesting old newspaper is a copy of the Windham (Conn.) *Herald* of September 12, 1812—a little four-page sheet of four columns to the page—"printed by J. Byrne & Son in the Lower Room of the Court House." The United States were then at war with Great Britain. The paper chronicles the capitulation of Gen. Hull at Detroit, and other reverses of that period. There is no editorial comment upon these occurrences. On the sea the Constitution had fought her fight with the *Guerriere*. The prisoners had just been landed at Boston. "The Constitution," says the paper, "from excellent management, is not essentially injured in the hull; but her spars are so much wounded that it is expected she will have a new main and fore mast. * * * The difference of force is by no means equal to the difference of execution done in the battle, which demonstrates to all nautical men how ably the Constitution was worked, and how bravely fought. The annals of the war between England and France do not record the capture of an English frigate of any class by a single French frigate." Under the heading, "A Tribute to Patriotism," announcement is made that "A public dinner will be given this day in Faneuil Hall (Boston) to Captain Hull and the officers of the navy." A letter from Providence states that "the celebrated Capt. Joshua Barney, of the privateer *Resie*, of Baltimore, has arrived at Newport with two prizes laden with dry goods from England, said to be immensely valuable." Connecticut did not favor the war. The General Assembly resolved that "the people of this State view the war as unnecessary," and fully accorded with the Governor's refusal to comply with a requisition of the General Government for a portion of the militia.—*The Clipping Collector*.

BARRING ACCIDENTS LIKELY TO OCCUR.

The Buffalo *Times*, in inaugurating the public circulation indicator, offers \$1,000 to any one who will find that the machine does not correctly register the actual number of copies printed daily, *barring such mechanical disarrangements as might occur through accident*.

HENRY BRIGHT.

THE MODERN VERSION.

Beneath a bushel do not hide
Your lamp's effulgent light,
But put it on your bike and ride
Forth in the darkness night.

—Chicago Tribune.

IT MUST NOT BE A CIRCULAR.

PHILADELPHIA, May 9, 1896.

Messrs. George P. Rowell & Co.:

We would like you to advise us as to the outcome of your dispute with the Post-Office Department regarding postage to be paid on PRINTERS' INK. This company has in preparation a publication which we desire to send through the mail at pound rates, if possible. Any information you can give us on this subject will be appreciated by truly yours,

AMERICAN TYPE FOUNDERS CO.,
MacKellar, Smiths & Jordan Branch.

NEW YORK, May 11, 1896.

American Type Founders Co., 606 Sansom street, Philadelphia, Pa.:

GENTLEMEN—Your letter of May 9th is at hand.

In order to be entitled to pass through the mails at the second-class rate of postage a newspaper must have subscribers and must not be published primarily for advertising purposes. This does not mean that the paper may not be published for the insertion of advertisements, but rather that it must not be published primarily for the purpose of advertising the other business conducted by its publishers. The law seems to be susceptible of many different interpretations, and there are no people who would hesitate longer before giving a guess as to what the final decision of the Post-Office Department would be than the very men in the Department who would finally make the decision.

If you want to know just how much it will be permissible for a publisher to advertise his own business in his own publication without being open to the charge of issuing his publication primarily for advertising purposes, you will do well to take a look at the *Delineator*, issued by the Butterick Publishing Co., of New York, whose business is the manufacture and sale of paper patterns. That publication has several hundred thousand actual subscribers, and it would be a hardship and an outrage were it to be denied the use of the mails at as low a rate as is accorded to any other periodical that the people prize.

A publication issued by the American Type Founders Co. would doubtless easily obtain a moderate number of cash subscribers. If issued at a low rate probably every printer of the country would be glad to subscribe for it. Its enemies would claim that from first to last the publication is simply an advertisement of the American Type Founders Co.'s productions, yet these very advertisements would be the most useful and interesting part of the publication.

Whether you can get your publication entered at the post-office as second-class matter will depend largely upon the personal influence of the member of Congress or of the senator to whom you apply to urge the merits of your case. PRINTERS' INK was excluded from the mails for a year and a half or more and paid twenty-five thousand dollars in extra postage which it has never received back. Its methods of publication were submitted to the Department, and had the Department's approval, before its exclusion. No changes in its methods of publication were required by the Department preceding its readmission to the mails, and its publishers know no reason now why they were excluded, or why they were readmitted or why they should not be paid back for the extra postage exacted from them.

PRINTERS' INK always had subscribers and

was never published primarily for the purpose of advertising the business of its publishers, although the business of its publishers has always been advertised in it to a moderate extent.

We would advise you, before offering your paper for admission at second-class rates, to consult R. W. Haynes, Esq., Washington, D. C., who has had much experience in such cases, having been formerly the assistant of Judge Tyner, who was the legal adviser of the post-office for many years and once Postmaster-General.

We are your obedient servants,

GEO. P. ROWELL & CO.,
Publishers of PRINTERS' INK.

P. S.—You are, of course, familiar with *Book News*, published in Philadelphia by ex-Postmaster-General Wanamaker.

KEEPING SALESMEN POSTED.

BROOKLYN, N. Y., May 7, 1896.

Editor of PRINTERS' INK:

When traveling salesmen are employed it should be the duty of the advertising manager to keep them well informed as to the work of his department. A large manufacturing company which advertises those lines of goods requiring special pushing has adopted the plan of sending to the men on the road proofs of the advertisements as they appear. If the salesman has already seen the ad it makes a further impression on his mind and if he has not seen it the fact of his receiving the proof is enough to remind him that his customers will see the ad and be prepared for him when he talks about the particular goods advertised. When a booklet or any special advertising matter is issued a copy is sent to each agent, with information as to how it is to be used, so that he will be prepared to answer the questions of his customers. When printed matter is furnished with customer's imprints notice is sent to the agent interested so that he may follow up that customer and see that the printed matter is used to advantage and that the goods are kept in stock. By these methods the men are kept interested in the advertising of the firm. They look for the proofs, which are sent out regularly, and they suggest ideas to the advertising department, some of which are valuable.

The same idea can be used for a retail store. If copies of the papers containing the ads are distributed among the salesmen and they are compelled to read the firm's advertisements, when customers call in response to those advertisements the salesman will know just what goods have been offered for sale. It is a fact that in some stores the salesmen seem to have no idea of what goods have been advertised, and are not prepared to attend to customers who have called as a result of the advertisement. J. FRED WRIGHT.

TEN TO ONE.

NEW YORK, May 11, 1896.

Editor of PRINTERS' INK:

We recently inserted a "keyed" advertisement in the Atlanta (Ga.) *Constitution*, weekly, and in the Memphis weekly *Commercial Appeal*, and from the advertisement in the *Commercial Appeal* we received more than ten times as many responses as came from that in the weekly *Constitution*, and the advertisement in the *Constitution* occupied more than double the space of the one in the *Commercial Appeal* and the matter was practically the same. Always sincerely yours, T. A. SLOCUM CO.

BOSTON BEACONS.

BOSTON, May 11, 1896.

Editor of PRINTERS' INK:

The manufacturers of Vim tires make every dray load that leaves their factory do a little bit in this way. They have large, changeable signs painted on the sides of the wagons reading: "Vim tires for the Falcon Wheel, Toledo, O." or may be: "Vim tires for the Yellow Fellows, Syracuse, N. Y."

The latest novelty advertising trick to appear here is a caster for hotel and restaurants. It is made in a square, box-like shape, with cards displayed on the four sides under glass, and the cruetts are at the corners. They are silver-plated and are rather nice looking affairs on a table and are placed free, the owners expecting to get their pay from the advertisers.

The soda water stands seem to realize they must draw the people before they draw the soda, as an enterprising druggist puts out a sign:

A PINT OF SODA
FOR
FIVE CENTS.

Most all glasses used at the fountains hold a pint, but to see it so stated seems big and is enticing to the thirsty.

GERALD DEANE.

SUMMER SCHEMES.

BOSTON, Mass., May 3, 1896.

Editor of PRINTERS' INK:

A Cleveland photographer has for several years placed small full rigged boats in the lagoons and lakes of the city parks. On the sails of the tiny craft is painted the photographer's name and location. They are moored to buoys a few yards from the shore and make a pleasing and inexpensive advertisement.

One of the most audacious attempts to do some tip-top out-door advertising was nipped in the bud by a negative vote of the Chicago City Council. A petitioner prayed for the privilege of putting up several hundred sun shades over the seats in the public parks, where they were not already shaded by trees, with a stipulation that an advertisement was to appear on the canopies in return for the expenditure. They were to be rain-proof also and to be highly ornamental, but the city fathers rejected them.

The When clothing store, at Indianapolis, takes advantage of gatherings on holidays and when excursions are run into the city by distributing a small dodger in a most novel and unique way. Thousands of them are made up into packages resembling somewhat a cigarette. Thirty or forty bills are tightly rolled around an ordinary fire cracker, with the outer one slightly pasted. The distributor as he goes along the street lights the end of the fuse, which is left sticking out, and throws one of the wads into the air. The fire cracker "goes off" and the bills are scattered in a dozen directions and being of different colors are grabbed by the crowds.

Fans have been used probably more than any other useful article as an advertisement and are considered a pretty good plan, but if a sly merchant or two would save their supply to be distributed on occasions when a fan was really needed they would do them ten times more good.

In Kansas City a firm of grocers has undertaken to keep the street fountains of the

city supplied with new, bright and clean drinking cups. They are not attached with chains, as is usual, but the drivers of the firm's delivery wagons carry a supply and when one is purloined another is put in its place. At the bottom of the cups is pressed in the tin an advertisement of the house.

AD-AGE.

POSTER CEILING.

Office of
CONGRESS HALL BOOK STORE,
ROBSON & ADEE, Owners,
SARATOGA SPRINGS, N. Y., May 4, 1896.

Editor of PRINTERS' INK:

Our latest scheme is a poster ceiling. We collected about one hundred and seventy-five different posters; these we have used to paper the ceiling of our store, and it has attracted the public far beyond our expectations, and incidentally enlarged our sales.

ROBSON & ADEE.

NOTES.

BIERMAN, HEIDELBERG & Co. have a lay figure in the window on a bicycle, with the legs of the figure turning the wheels.

THE *Journal* prints its cable car advertisements with a pretty woman's face, covered with a red veil over a straw hat. The cravat underneath is of yellow silk, edged with lace. Following it is the advice to "read the *Journal* for horse, base ball bicycle and athletic races."

The druggists of Louisville, or at least a portion of them, have formed a corporation for the manufacture of their own proprietary articles and patent medicines. The association is known as the Inter-State Pharmaceutical Company. Articles of incorporation have been filed in the county clerk's office.—*Commercial Union*.

THE *Weekly Constitution*, Atlanta, Ga., on their letter-head quote their circulation 160,000. After three applications at the request of an advertiser for some evidence to substantiate their claim, with the result of not even the courtesy of a reply, it would be good business policy to remove this announcement, which may be denounced as a false and fraudulent representation or they would heed the request.—*From Stanley Day's Advertisers' Guide for May*.

The following specimen of Raines Bill advertising is placarded on the outside of a saloon on the corner of Frankfort and William streets:

"Of course we cannot give you a free lunch, as it is against the Raines Bill, but we will do better than that. A cheese, salmon, hams, caviar, frankfurter and lobster sandwich will be sold for one cent. A large plate of soup and stew, with plenty of bread and butter, and a glass of ice cold beer, will go for ten cents. That will make a good dinner."

Judge for May 6th contains a colored page advertisement, entitled "The Two Political Parties Getting Strength by the Use of Anheuser-Busch's Malt-Nutrine to Endure the Perils of the Coming Presidential Campaign." The picture represents all the "Presidential possibilities" standing on chairs and sipping the extract through siphons from gigantic bottles. In the background Messrs. Dana, Pulitzer and Reid are seen at their desks, inditing editorials, and on each desk, prominently displayed, is a bottle of the malt extract.

FROM CHICAGO.

Until recently there was a queer combination of names among the teachers in Grant school in this city. There was a Miss Hood, a Miss Sass and a Miss Parilla. The school children took advantage of this combination and referred to the three as Hood's Sarsaparilla, which goes to show that the enterprising gentleman of Lowell has indeed succeeded in making the name of his favorite preparation a household word and one which is found in the mouths of babes and sucklings.

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A big bargain store drops into epigrammatic language and displays this: "The economical man of to-day is the bondholder of the future." This is a modern form of "Economy is the road to wealth," I presume.

I sometimes wonder where advertising will finally find its climax. A week or two ago I told of the evergreen awnings that two stores had put up in front. After these came a beautiful portico worked out in evergreens. Then another store put up a still more elaborate evergreen entrance and added palms in fancy vases, and another added all these things and put two flags in every window and a painting of Pharaoh's daughter on exhibition inside. Besides this, this store stores bicycles free and advertises that it keeps fresh compressed air for pneumatic tires on tap free. With ice cream at two cents a dish and soda water at 4 cents the wheelwoman is about as near perfect bliss among the bargain stores as she can ever hope to be.

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WHERE PENNIES ARE COINED.

It is not generally known that all the minor coins of base metal, such as pennies and nickels, are made at the Philadelphia mint, and that nearly 100,000,000 pennies are coined here every year. This large number is occasioned by the fact that thousands of pennies are lost annually, and the government has some difficulty in maintaining a supply. The profit of the government on their manufacture is large. The blanks for making them are purchased for \$1 a thousand from a Cincinnati firm that produces them by contract,

Blanks for nickels are obtained in the same way, costing Uncle Sam only a cent and a half apiece. Gold is coined in Philadelphia and San Francisco. Not enough of it comes into the mint at New Orleans to make the coinage of it worth while. Gold pieces are the only coins of the United States which are worth their face value intrinsically. A double eagle contains \$20 worth of gold without counting the one-tenth part copper.—*Scientific American*.

He distanced h's competitors,
He scaled the business height,
He did it with h's little ads,
And slept wel' every night.

B. & M. UNSHRINKABLE FLANNELS.



Sissie— I wish Ma'd let me wear B. & M. flannels like you!

Softer with every Wash.

FOR GARMENTS OF EVERY KIND.

**UNSHRINKABLE.
ENDLESS WEAR.**

For name of nearest Agent apply to

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The foregoing advertisement shows how the Wool Soap Babies have been utilized in England,

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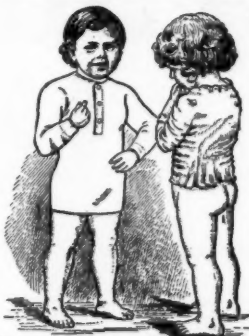
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He distanced his competitors,
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The foregoing advertisement shows how the Wool Soap Babies have been utilized in England,

A Straight Line.

The shortest possible distance between two points
is a straight line.



The shortest, best and most profitable way of calling an advertiser's attention to an advertising medium is a well-written advertisement inserted

IN PRINTERS' INK

A COLOR SCHEME.

His purple hair he greenly tore
In shreds of gobelin blue;
He beat his yellow breast, and swore
That he'd be redly true;
He doffed his vague vermilion hat
In the magenta street,
And laid his old gold fortune at
Her solferino feet.

Her gamboge eyes all startled shone;
Her pale green hands she raised;
A blue glow flushed her cheeks upon,
And she was pinkly dazed;
A saffron sigh she sadly sighed,
While tears incarnadine
Smote the violet earth, and dyed
The parti-colored scene.

Rose madder dashed the scarlet sky;
Bright orange blazed each tree;
Mauve was the bird that curved ahigh,
And yellow lake the lea,
Nay! scoff not at this color plan,
Nor scout a single shade!
For he was but a poster man
And she a poster maid!

—*Town Topics.*

AN INTERESTING SCRAP-BOOK.

Few people are aware of the extent of work involved in the duties of the advertising department of a great railroad. Such a department has become a publishing house and an editor's sanctum combined, and the advertising manager makes it his duty to keep fully posted upon the history and scenic and other advantages of his line, and to present its "fetching" points to the public upon every opportunity. He has to keep clippings not only of every mention of his line and its equipment and operation, but of the points of interest through which it runs, the more especially as railroads nowadays have to pay the greatest attention to their scenic features. Mr. Bramhall, the advertising agent of the Michigan Central railroad in Chicago, a road which works Niagara Falls "for all it is worth," has a large scrap-book devoted entirely to the Falls, containing every reference to its history, Niagara cranks, the power works, the ice bridges and winter scenery, the cantilever bridge, electric illumination and railways, etc., etc. It is probably the fullest collection of the kind anywhere to be found, as it includes not only clippings from American papers, but German, French and other periodicals as well. Mr. Bramhall is himself a walking encyclopedia of Niagara Falls.—*Clipping Collector.*

BOOMING.

"We had a very pleasant discussion in regard to Napoleon at our club, to-day," she said.

"Then I suppose you know all about him now," he replied.

"Yes, indeed," she responded promptly. "He's the man the magazines have been booming for the last year or two."—*Chicago Post.*

BUSINESS.

"As you see," said the mendicant cripple to the matter-of-fact clerk at the advertising window, "I have lost an arm, and—"

"Ah, yes!" said the clerk. "Our rates for ads under the heading of 'Lost' are twenty-five cents a line, and you—"

But the mendicant cripple started toward the door, muttering.—*Our Silent Partner.*

THE AVERAGE MAN.

Time was, and not so long ago, when the average man didn't read ads all the way through. Small blame to him either. Ads in those days were pretty poor and hardly worth reading. The improvement in advertising to-day is due, not to any increase of intelligence, but to the direction of intelligence into advertising channels.

Good ads are read nowadays. They are looked for. They are known as soon as they are seen. The average man is as much interested in the news of the ads to-day as the news itself. And the reason is this: Advertisers are recognizing the fact that the average man is the customer they want. It's the average man that buys soap, varnish, canned goods, teas, window shades and bicycles. And the ads, the good ones, the ones that are read, are written, or drawn, or prepared, or arranged for just this great personage, the Average Man. He it is who is seen everywhere, on the street, at church, in the theaters, the concert halls, and the circus. He differs, of course, from himself in many ways: in sex, in age, in height, in little personal peculiarities. But take him on the whole, he's very much alike. To appreciate him thoroughly he must be studied, lovingly, carefully, painstakingly. This is the customer to advertise for, the average man, the reasonable, common sense, every-day business, level-headed average man. He's the best customer. He buys the most goods. He's got the most money, take him all in all, to spend.—*Minneapolis Journal.*

MUST BE PAID FOR.

The *Macungie Progress* says that apples may be kept two years by simply wrapping them in newspapers. In order not to make a failure of the business, however, only newspapers that have been paid for should be used, otherwise the dampness resulting from the dyes may cause the fruit to spoil.—*Girardville (Penn.) Item.*

SURE ENOUGH.

Editor—Why, this article you've written isn't sensational. It's a statement of the exact facts in the case.

Reporter—I know it. But when it appears in our paper, think of the sensation it will make.—*Life.*

MORE BAD LUCK.

Mr. Winks (looking over the paper)—Cheap, Drugg & Co. are selling all sorts of patent medicines at half price.

Mrs. Winks—Just our luck. There isn't anything the matter with any of us.—*N. Y. Weekly.*

A MAN does not have to get his head very far above the sea of mediocrity to command attention. Nine cases in ten, when a man says that advertising does not pay, he has arrived at this conclusion because he has expected the newspaper to do it all. If he were to neglect his show window and his store front as he neglects his advertising space he would have still other complaints to make about business in general. If the windows were never washed and the display of goods never changed, he would not expect many people to stop and lose themselves in an ecstasy of admiration; and yet he does seem to expect just this sort of thing for an old moss-covered advertisement.—*C. A. Bates.*

Sure— Profits.

The proposition I am making may seem startling to the man who does not know my ideas and my work. I think I have more confidence in good advertising than any other man in the world, and I have more reason for my belief.

***I am not guessing. I know what I am talking about. I know how to make advertising pay. I have proof of it, and, better still, I am willing to guarantee it. I offer an absolute certainty. I offer to show profits or savings double the amount of my fees for counsel and advice or I will refund the money paid me for this service. This is not an idle statement. I am responsible. I wish to be held strictly to the letter of what I say.

Any man who is spending \$5,000 to \$10,000 a year for advertising can afford to pay me \$300 for criticism and counsel during the year.

Any man who is spending from \$10,000 to \$30,000 can afford to pay me \$500 for criticism and counsel during the year.

To any man who will send me a check for \$300 or \$500, I will send a written agreement to refund the money at the end of the year if it can be shown that I have not made or saved for him double the amount of my fee.

I refer to R. G. DUN & CO.

Charles Austin Bates,

Vanderbilt Building, ***

*** New York.

IT WAS OLD.

"You say you wrote that joke yourself?" queried the editor.

"Yes, sir," said the jokist.

"You really don't look it, young man, but you must be about 325 years old."—*Tit-Bits*.

WHAT HE PREFERRED.

"You don't seem to care much for original ideas," said the contributor, as he gathered up his manuscript.

"No," replied the editor, "we'd rather have good ones."—*Washington Star*.

HIS DUTY.

Employer (to new office boy)—Has the cashier told you what you have to do in the afternoon?

Youth—Yes, sir: I was to wake him up when I saw you coming.—*Exchange*.

MODERN JOURNALISM.

Reporter—What shall I say about this man Jones that died to-day? All I know about him is that he had been married five times?

City Editor—Say that he was domestic in his tastes.—*Town Topics*.

A SELF-EVIDENT PROPOSITION.

Mrs. Gush—And do you read the bargain sale advertisements, dear?

Mrs. Rush—Do I? Why, how do you imagine I dress as well as you on half the money?

Classified Advertisements.

Advertisements under this head, two lines or more without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

WISCONSIN AGRICULTURIST, Racine, Wis. 28,000 copies; semi-monthly.

HALF-TONES, 1 col., \$1, 2 col., \$2. BUCHER ENGRAVING CO., Columbus, O.

WISCONSIN AGRICULTURIST, Racine, Wis. Advertisements at \$1 for 5 lines.

WANTED—Advertising; sample copies and rates sent. Flushing, N. Y., JOURNAL.

H. D. LA COSTE, special newspaper representative, 38 Park Row, New York. Dailies only.

PAPERS that lead in their locality represented by H. D. LA COSTE, 38 Park Row, New York.

WANTED—To buy country newspaper. California preferred. Box 213, San Diego, Cal.

THE VINDICATOR, Youngstown, Ohio. 8,400 d., 6,000 w. Wants first-class advertisements only.

DAYTON (Ohio) MORNING TIMES and EVENING News, 14,000 daily, create a "want" for property advertised goods.

WANTED, printed but not used postals; send sample, state quantity. W. S. PARKER, 182 Monroe St., Chicago.

YOUNG man desires position on weekly paper; editorial or business departments. References. Address "J. M. J." care Printers' Ink.

PARTNER wanted to buy half interest in daily in good town; population 12,000; must have \$2,000 cash. Address "D. J. M." Printers' Ink.

WANTED position, web pressman and stereotypist; capable of taking general charge; best reference. Address BURROWS, Joliet, Ill.

CERAMIC Mosaic and Tile Setter and Mantel Mason wants engagement. Sets ceramic (English) mosaics and plain enameled tiling for floors, walls and ceilings, and builds mantels of tile, marble, brick, metal, stone. J. C. I. MACGRATH, 404 Milwaukee Ave., Chicago, Ill.

WE will reproduce any cut printed black on white paper, 1 column for 50c., larger cuts at 5c. per square inch. BUCHER ENGRAVING CO., Columbus, O.

HAVING had an all-around and thorough experience in journalism, a gentleman, aged 33, and with the best reference, who is capable of taking entire management of daily newspaper, is desirous of securing such position, or would lease with the privilege of buying. Address No. 225 Norwood Ave., Buffalo, N. Y.

A PUBLISHER SAID IT— "The heading you designed and engraved for our paper is the admiration of all." Many a publication could be so improved in general appearance by the use of a handsome and artistic heading as to attract to its columns advertisers who have now, with its present appearance, no thought of giving it a trial. Sketch submitted on approval; no charge if not accepted and returned. Send copy paper or magazine, exact size and wording. W. MOSELEY, 45 Hill St., Elgin, Ill.

PRESS CLIPPINGS.

SOUTHERN CLIPPING BUREAU, Atlanta, Ga. Press clippings for trade journals and adv'rs.

ADVERTISING AGENCIES.

ANY responsible advertising agency will guarantee the circulation of the WISCONSIN AGRICULTURIST, Racine Wis., to be 28,000.

If you wish to advertise anything anywhere at any time, write to the GEO. P. ROWELL ADVERTISING CO., 10 Spruce St., New York.

MAILING MACHINES.

THE Matchless Mailer; best and cheapest. By REV. ALEXANDER DICK, Meridian, N. Y.

\$1.00 (stamps or m. o.) Pelham Mailing System and Mailer, postp'd. Prac'l: 1,900 hours saves 2-3 time writing; no type lists; unique address label. C. P. ADAMS & BRO., Topeka, Kan.

MISCELLANEOUS.

WISCONSIN AGRICULTURIST, Racine, Wis. Established 1877. Circulation 28,000.

EVERY ad writer and advertiser is interested in getting printable cuts. So many are muddy and vague. Cuts adapted to the requirements of advertisement illustrations are our specialty. We are designers as well as engravers—will shoulder the entire burden of your illustrating if you say the word. Send for samples and prices. CHICAGO PHOTO ENGRAVING CO., 79 Fifth Ave., Chicago.

BILLPOSTING AND DISTRIBUTING.

SPANISH-AMERICAN advertising. J. Calder & Co., advertising agents (postal address, Casilla de Correo 1399), Buenos Aires, Argentine Republic, undertake all kinds of advertising in this Republic and have arranged for a reliable service of bill posting and house-to-house circular distributing throughout the Provinces; can also arrange representation of foreign manufacturers with reliable importers and responsible manufacturers' agents already established. An interview can be arranged with their representative who will visit New York in June, by writing to J. CALDER, care Printers' Ink, 10 Spruce Street, New York.

PRINTERS.

THE LOTUS PRESS (artistic printers), 140 W. 23d St., New York City. (See ad under "Advertisement Constructors.")

WHAT we can do better and cheaper than anybody else is half-tone, wood and zinc engraving. Get our samples and prices. CHICAGO PHOTO ENGRAVING CO., 79 Fifth Ave., Chicago.

"GREAT SCOTT!" he cried, "is it possible that Johnston is the only printer on earth?" No, but he is one of the very few who know what you want and how to get it up to please you. If you can make use of that kind of a printer address, WM. JOHNSTON, Printers' Ink Press, 10 Spruce St., New York.

PAPER.

M. PLUMMER & CO. furnish the paper for this magazine. We invite correspondence with reliable houses regarding paper of all kinds. 45 Beekman St., New York.

ILLUSTRATORS AND ILLUSTRATIONS.

SCORES of half-tone and line cuts for advertising. Catalogue, 5c. **THE SPATULA**, Boston.

BEAUTIFUL illustrations and initials, 5c. sq. inch. Handsome catalogue 10c. **AMERICAN ILLUSTRATING CO.**, Newark, N. J.

A N ad without a cut is like a picture without a frame—lacks a great deal of force and attractiveness. We are makers of the best kind of advertising engravings—clear, bold and printable. **THE CHICAGO PHOTO ENGRAVING CO.**, 79 Fifth Ave., Chicago.

ADVERTISING NOVELTIES.

WHO wants to handle on royalty a book mark that sticks in the book and outside to the hand; paper or cloth. **D. SEXTON**, Kansas City Adv. Co., Kansas City, Mo.

THE "Dorcas" Scissors Sharpener. Retail price, 10c. \$2.50 per gross. \$12.50 per m. Adv'r space, 1 in. by 2 1/2 in. Send 2c. for sample. Mfg. by "DORCAS," Box 953, Le Roy, N. Y.

FOIL the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

"OUR Nation in Politics." A low-price, up-to-date advertising card in five colors. Adapted for any business, big campaign seller. **C. W. JOHNSON & CO.**, printers, Detroit, Mich.

ELECTROTYPES.

WE make the best interchangeable plate and base on the market. Also the lightest all metal back electro. **THE E. B. SHELTON CO.**, New Haven, Conn.

CUTS that attract attention—We will tell you how to make them for \$1. No camera, no tools, no experience required. Descriptive circulars for a stamp. **C. D. LOVE**, Coshocton, Ohio.

SPECIAL cut offer. In order to prove the excellence of our half-tone engravings, we will make you a handsome single column half-tone for \$1.50; any larger half-tone cut at 15 cents per square inch. As good as any ever turned out, but we don't stop at half-tones. Our zinc etchings and wood-cuts are proportionately cheap and excellent. We are prepared to furnish advertising designs. **THE CHICAGO PHOTO ENGRAVING CO.**, 79 Fifth Ave., Chicago.

ADDRESSES AND ADDRESSING.

5,000 POLK COUNTY (Minn.) taxpayers, \$2; 2,000, \$1; 1,000, \$2.50. **P. A. KAUFER**, Red Lake Falls, Minn.

\$10 BUYS 12,000 taxpayers' addresses (Kas. farmers). A fine list. **EMFORIA (Kan.) BUSINESS COLLEGE.**

1,500 RELIABLE names and addresses, with their ratings, sent on receipt of \$1.00. **C. CAREY**, Publisher, Yarmouth, N. S., Canada.

TIME-SAVING mail list type, has typewriter face, large and lean; is self-spacing; cheapest 10-pt. mail type made. Also acme mailer, \$15 net, equal to \$30 mailers. **AM. TYPE FOUNDRIES' CO.** See list of branches under "For Sale" heading.

1,000 SELECT, reliable business men's names and addresses sent anywhere upon receipt of \$2 cash in advance. **JOHN FOY**, Glencoe, Ont., sign poster and circular distributor, representative of the Will A. Molton Co., of Cleveland, O.

14,000 NAMES and addresses of white voters in Jefferson County, Ala., including city of Birmingham. Official lists, made for recent primary election; fresh and reliable. We printed a few duplicates, which may be had at 5c. per thousand names, by inclosing check to **BAINE PRINTING COMPANY**, 2305 Second Ave., Birmingham, Ala.

SPECIAL WRITING.

\$3 A WEEK; original editorials for weeklies; full complement. "PIT," Printers' Ink.

BOOKS.

DANGER SIGNALS, a manual of practical hints for general advertisers. Price, by mail, 50 cents. Address **PRINTERS' INK**, 10 Spruce St., New York.

ADVERTISEMENT CONSTRUCTORS.

JOHN CUTLER Writer of Advertising, Newton, Mass.

TRIAL ads \$1, first order. **CHAS. A. WOOL-FOLK**, 446 W. Main, Louisville, Ky.

PILOT ADVERTISING CO., Newark, N. Y.

GILLAM & SHAUGHNESSY, Advertising Bureau, 13 Astor Place, New York. Write.

RETAILERS—10 ads, 10 cuts, \$15. One ad, one cut, \$2. **O. COHEN**, P. O. Box 88, New York.

THE only writer of exclusively medical and drug advertising. Advice or samples free. **ULYSSES G. MANNING**, South Bend, Ind.

PUBLISHERS desirous to have a regular writing service for their advertisers at moderate rates, address **CHAS. J. ZINGG**, Farmington, Me.

\$5 IS my charge for writing an 8, 12 or 16-page booklet to any one for whom I have never written one; this includes illustration for cover. **R. L. CURRAN**, 150 Nassau St., New York.

THREE ADS for any retail advertiser not already a customer, \$1. An electro of an outline cut with each ad. A chance to get acquainted. **R. L. CURRAN**, 150 Nassau St., New York.

BRIEF, common sense ads—a 2c. stamp and data brings five of them. They cost \$2 on acceptance or return the ad. **W. S. HAMBURGER**, 811 Fairmount Ave., Philadelphia, Pa.

ALL the borders and type used in **PRINTERS' INK** are at the disposal of people who have their advertisements put in type by me. **WM. JOHNSTON**, Mgr. Printers' Ink Press, 10 Spruce St., New York City.

WELL written ads may be spoiled in the setting. We write artistic ads, display them tastefully and send printed proof of the ad as it will look in the paper. \$1.50 each. **STAR ADV. CO.**, Bridgeport, Ct.

I AM partial to booklets and retail ads. I can please you, I am confident. 8-page booklet, 14 original illustrations, \$10.00. Retail ads, with illustrations, \$1.00. **FRANK B. FANNING**, 305 Boston Block, Minneapolis, Minn.

GOOD ads like good eggs may be spoiled in the setting. If you want your ads, circulars, booklets, etc., set or printed in a style to command attention and respect, just mail copy to **WM. JOHNSTON**, Printers' Ink Press, 10 Spruce St., New York.

I WRITE ads that are bright, pointed and catchy—ads that really bring business. I am not a theorist nor a booster; I base my words on facts—plain, sound, honest facts. Send points and a one-dollar bill for four "Business Builders." Your money right back if I fail to suit. **CLEMENT A. DODSON**, Crutchfield, Ky.

A DS for retailers, general advertisers, medical ads, booklets, circulars. Whatever I write I put the same effort, the same concentration of thought into my work. No poetry, no funny, no smart stuff. Sample ads \$1, series cheaper. They will help you to push ahead of your competitors. **CHARLES J. ZINGG**, Farmington, Me.

NOBODY ever made any progress by being satisfied. As soon as a man folds his hands and says, "Oh, I'm all right; the old way is good enough for me," he is going to take a long, swift slide down the back track. We want to do business with people who want to do better business this year than they did last—people who know that "good printing" helps their business. We want to print for bright people, for people who insist on having the best. We want to give them snappy, artistic, distinguished, characteristic printing, always tasteful, appropriate, effective. **THE LOTUS PRESS**, 140 W. 33d St., N. Y. City. Send for our booklet.

FOR SALE.

5-LINE advertisement, \$1. WISCONSIN AGRICULTURIST, Racine, Wis.

\$3.50 BUYS 1 INCH. 50,000 copies Proven. WOMAN'S WORK, Athens, Ga.

FOR SALE—Weekly paper and small job printing office; good location and plenty of business; cheap. Address "F.," care Printers' Ink.

TO PRINTERS—36-inch water motor, warranted as good as new, for sale cheap; will run one cylinder and two or three job presses. GALENA PUB. CO., Galena, Kansas.

\$2,700 CASH buys Dem. weekly in S. Missouri. Did above \$1,000 in adv. and job work past 2 months. Cylinder press, steam, large town. "Z.," care Printers' Ink.

\$2,000 BUYS A1 weekly paper in Texas town of 3,000 people; \$1,000 cash; balance to suit; exceptional opportunity for a good man. Address "WEEKLY," Printers' Ink.

FOR SALE—A weekly German newspaper, with a good circulation and first-class job department, or will sell job department separately; cylinder press, 2 jobbers and steam power. Address "J. H.," care of Printers' Ink.

FOR SALE—Established weekly in live Iowa city; 9,000; must be sold immediately; splendid opportunity for practical newspaper man; business \$4,000 year; \$1,500 takes it; \$1,000 must be cash. Address "DASH," Printers' Ink.

FOR SALE—Florentine Old Style is the very latest face in type. Caxton borders is the latest thing in borders. Domestic Series is the latest novelty in cuts to aid advertisers. All new things in type that are good originate from AMERICAN TYPE FOUNDERS' CO. Send for specimens.

IF bought before July 1st, \$6,000 gets a well-established, paying medicine business. For eign and domestic trade. Cash sales to date, \$51,000. Has repaid original investment several times over. Just as good a bargain as it looks to be. Don't answer unless you have the cash and mean business. Address "MEDIC," care Printers' Ink.

PRINTING PLANTS—Everything for the printer; best in quality, best in value. Why buy the second best when the best costs no more! AMERICAN TYPE FOUNDERS' CO., Boston, N. Y., Phila., Balt., Pitts., Cleveland, Cin., Chicago, Mil., St. Louis, Minn., Kansas City, Omaha, Denver, Portland (Ore.), Frisco. Buy everything in one place, and save money and trouble.

ADVERTISING MEDIA.

WISCONSIN AGRICULTURIST, Racine, Wis. Circulation, 28,000; 5 lines, \$1.

40 WORDS, 5 times, 25 cts. ENTERPRISE, Brockton, Mass. Circulation 7,000.

YOUNGSTOWN (O.) VINDICATOR, 8,400 d., 6,000 w. H. D. LACOSTE, 38 Park Row, N. Y., Rep.

ANY person advertising in PRINTERS' INK to the amount of \$10 is entitled to receive the paper for one year.

ADVERTISERS' GUIDE, Newmarket, N. J., 5c. a line. Sub., year, 25c.; 6 mos., 15c.; 3 mos., 10c.; sample, 5c.; none free.

LEADING newspapers in Southwestern Ohio (outside Cincinnati), Dayton MORNING TIMES and EVENING NEWS, 14,000 daily.

THE MONTHLY SENTINEL, 60,000 circulation proved by postage receipts. Published by THE NEWS COMPANY, Joliet, Ill.

DETROIT COURIER, 31 years old. Has a village and farm circ'n around Detroit greater than any other weekly. Ad rate 60 cts. per inch.

NEBRASKA AND KANSAS FARMER, POULTRY AND STOCK JOURNAL, Red Cloud, Neb.; 10,000 readers; circulates in the great West; no other paper covers same territory.

THE GENEVA DAILY TIMES, only daily in Ontario County. Circulates in 30 towns. Subscription price to farmers \$2.00 a year. Leading advertising medium in its territory.

BILLBOARD ADVERTISING reaches nearly 9 every billposter, distributor, sign writer, poster printer and fair in the U. S. and Canada m'thly. Sub'n \$1 per yr. 25c. line. Cincinnati, O.

THE SOUTHERN HOMESTEAD, Atlanta, Ga., reaches 50,000 Southern homes monthly. Advertising rates 30c. per agate line. Discounts 10 per cent for 3 months, 15 per cent for 6 months, 25 per cent for one year.

50,000 COPIES of WOODWARD'S (the popular woman's magazine) will reach the homes of 50,000 refined women in June. Write for rates and samples. WOODWARD'S, No. 343-344 Broadway, New York.

THERE is only one magazine in the great Northwest. It is the NORTHWEST MAGAZINE. Thirty thousand Northwestern homes welcome it monthly. The surest way to cover this great territory and get results is to advertise in the NORTHWEST MAGAZINE. Write to W. H. ENGLAND, 343 Broadway, New York.

BRAINS, a weekly journal for advertisers. It contains photographic reproductions of the best retail advertisements to be found in the various publications of the English-speaking world, together with many hundred excellent suggestions for catch-lines, reading matter and best typographical display of advertisements. The only journal in the world devoted exclusively to retail advertisers and to the men who write and set their ads. Printers get many good suggestions for display from it. Subscription price \$4 a year. Sample copy of BRAINS free. Advertising rates on application. BRAINS PUBLISHING CO., Box 572, New York.

GOOD HOUSEKEEPING.

Springfield, Mass.,

desires good and appropriate "ads," because it gives first-class service and the fact that it appeals to the very best class of American housekeepers, who are really the buying class.

It is an axiom that "woman's taste and good judgment unlock the pocket-book for all home needs." She guides the family expenses and purchases nearly all the good things for comfort and adornment. Hence reach her through GOOD HOUSEKEEPING.

Published monthly by Clark W. Bryan Co. Address communications about advertising to H. P. HUBBARD, 38 TIMES Bldg., N. Y.

SUPPLIES.

VAN BIBBER'S Printers' Rollers.

ZINC for etching. BRUCE & COOK 100 Water St., New York.

CHALK plates recoted, half cent an inch. BYRON FOPE & CO., Cleveland, O.

TYPE—The leaders of type fashions. AM. TYPE FOUNDERS' CO. Branches in 18 cities.

STANDARD Type Foundry printing outfits, type, original borders. 300 Clark St., Chicago.

CHALK engraving plates. We make standard new and recot old plates at money saving prices. HIRD MFG. CO., Cleveland, Ohio.

STEREOTYPE, linotype and electrotpe metals; copper anodes; zinc plates for etching. MERCHANT & CO., Inc., 517 Arch St., Philadelphia, Pa.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., 174, 10 Spruce St., New York. Special prices to cash buyers.

FOLKS like to look at pictures, and always will. That fact makes an illustration desirable in every advertisement you put out. We employ skilled designers and engravers—men who have all their lives done nothing but their separate specialties, and are now as near human perfection as human skill can be. This work we will give you at surprisingly low figures. CHICAGO PHOTO ENGRAVING CO., 79 Fifth Ave., Chicago.

HALF-TONES.

\$1.50 HALF-TONES—"a wonderful price if the half-tones are right"—and the half-tones are right. We will make our best single column half-tone of any subject, clear and carefully finished, for \$1.50, and 15 cents per square inch for any cut larger than ten square inches. Write us for any style of engraving—half-tone, wood-cut or zinc etching. **THE CHICAGO PHOTO ENGRAVING CO., 75 Fifth Ave., Chicago.**

AMATEUR SPORT.

THE GOLFER is an illustrated monthly devoted to the game of golf. This magazine has the highest class circulation in America. We invite comparison with any publication wherever published. We refer, without permission, to our advertisers and will abide by the decision of any of them, in regard to whether advertising in **THE GOLFER** is a paying investment. Address all communications to **THE GOLFER, 224-226 Congress St., Boston.**

ARRANGED BY STATES.

Advertisements under this head 50 cents a line. Must be handed in one week in advance.

ARKANSAS.

THE ARKANSAS METHODIST has larger circulation in Arkansas than any other paper.

CALIFORNIA.

SOUTHERN CALIFORNIA'S matchless paper, **Los Angeles TIMES.** Circ'n over 18,000 daily.

IOWA.

DUBUQUE HERALD, founded 1836. Family circulation; up to date; circulation steadily increasing. Is it on your list?

WEEKLY SENTINEL, Carroll, twelve-page paper, all home print, largest circulation of any weekly in county. Guaranteed by Rowell. **THE DAILY SENTINEL** is the only daily in one of Iowa's best counties. Rates low, perhaps not so low as papers with half the circulation, but they are based on circulation, and pay advertisers.

KENTUCKY.

LOUISVILLE SUNDAY TRUTH, 12,000 copies each issue. Thoroughly covers the homes of the city and suburbs. Now its twelfth year. Send for rates and copy of **TRUTH** to H. D. LA COSTE, 38 Park Row, New York, Special Newspaper Representative.

THE FARMERS' HOME JOURNAL, LOUISVILLE, KY.

goes to the better class of farmers and stockmen in Kentucky and Tennessee every week. It is read and trusted by them as their business paper. It was established in 1863. Its readers usually have money to buy what they see advertised if they want it. Sample copy free.

MICHIGAN.

THE 800 DEMOCRAT, Sault Ste. Marie, Mich. It should be on your list.

DETROIT COURIER, 31 years old. Has a village and farm circ'n around Detroit greater than any other weekly. Ad rate 60 cts. per inch.

JACKSON (Mich.) PATRIOT, morning, Sunday and twice a week; also **EVENING PRESS**. The leaders in their respective fields. Exclusive Associated Press franchise. Only morning newspaper in this section. All modern improvements. The leading advertisers in the country are represented in their columns. Information of H. D. LA COSTE, 38 Park Row, N. Y.

MISSISSIPPI.

THE WATCHMAN has a large circulation throughout the Southern States, and is a splendid advertising medium. Send for sample copy and advertising rates. **JAS. M. WALKER**, Publisher, Williamsburg, Miss.

MISSOURI.

KANSAS CITY WORLD, daily exceeding 25,000, Sunday 30,000.

GAZETTE, West Plains, Mo., leading paper in county. Best farming and fruit-growing district in West. Write for rates.

To reach the 50,000 lead and zinc miners of Southwest Missouri, use the columns of the **Webb City Daily and Weekly Sentinel** (successor to the **Times**). A live, progressive and up-to-date newspaper.

MONTANA.

HELENA INDEPENDENT—6,240 Daily, 6,240 Sunday, 3,385 Weekly. Leading newspaper in Montana. Rowell's Directory gives it five times the circulation of any other Helena daily.

NEW JERSEY.

THE DECKERTOWN INDEPENDENT has the largest circulation of any paper in Sussex Co.

MONMOUTH COUNTY is one of the richest agricultural counties in the United States. The **Red Bank REGISTER's** circulation is the largest in the county. Rowell guarantees it.

NEW YORK.

BRAINS, a weekly journal for advertisers. It contains photographic reproductions of the best retail advertisements to be found in the various publications of the English-speaking world, together with many hundred excellent suggestions for catch-lines, reading matter and best typographical display of advertisements. The only journal in the world devoted exclusively to retail advertisers and to the men who write and set their ads. Printers get many good suggestions for display from it. Subscription price \$4 a year. Sample copy of **BRAINS** free. Advertising rates on application. **BRAINS PUBLISHING CO., Box 573, New York.**

NORTH CAROLINA.

THE NEWS is not only the only afternoon paper in Charlotte, a city of 14,651 population, but it has a larger circulation in this city than any other paper. The same is true of the **TIMES** (weekly) circulation in Mecklenburg County. The **NEWS** and **TIMES** combined have more circulation in Charlotte and Mecklenburg than any other three papers. Advertising rates are reasonable. **W. C. DOWD**, Editor & Proprietor.

OHIO.

AT Youngstown, Ohio, the only Sunday paper, "**THE NEWS**," is read by 40,000 people.

DAYTON MORNING TIMES, EVENING NEWS, WEEKLY TIMES-NEWS, 14,000 daily, 4,500 weekly.

LEADING daily and weekly papers in Eastern Ohio. **THE VINDICATOR**, Youngstown, 8,400 d., 6,000 weekly.

PENNSYLVANIA.

THE Perry County Times has the largest circulation in Perry County, Pa.

THE PATRIOT, Harrisburg, Penna. Forty-third year. Politics, independently Democratic. Leading paper. State capital; 8,900 daily, 5,000 weekly. Rates low. Population 54,000.

INTELLIGENCER, Doylestown, Pa. Oldest papers in the county—weekly established 1604, daily established 1886; stanchest papers in the county; the only journals owning their home; only exclusively home-made papers in the county, never having resorted to plate matter nor patent sheets. Send for map showing circulation. **PASCHALL & CO., Doylestown, Pa.**

PROOF Positive! The fact that the Chester Times has more advertising from the great Philadelphia stores than some of the city dailies is pretty good evidence of its high standing in the State. No paper reaches a better class of readers, those who know what they want and have the money to buy it. Thirty-two thousand of them. **WALLACE & SPROUL**, Chester, Pa.

TENNESSEE.

CHATTANOOGA, Tenn., has 50,000 people. The **EVENING NEWS** has 35,000 readers. It is an up-to-date newspaper, full associated Press day report, Mergenthaler machines, perfecting press. Serves all nearby railroad towns every day. Greatest local circulation. Best and largest list foreign advertising any paper in the South. Write for rates.

TEXAS.

THE CITIZEN DEMOCRAT has the largest circulation in Robertson County, Texas.

DAILY AND WEEKLY ENTERPRISE. Largest circ'n in Cleburne and Johnson Co., Texas.

VIRGINIA.

LYNCHBURG NEWS has the largest circulation of any paper west of Richmond. Has only one rate for advertising. No "special" prices to any one. Any information of H. D. LACOSTE, 38 Park Row, New York, Manager Foreign Advertising.

WASHINGTON.

SEATTLE TIMES.

SEATTLE TIMES is the best.

THE TIMES is the home paper of Seattle's 60,000 people.

SEATTLE'S afternoon daily, the **TIMES**, has the largest circulation of any evening paper north of San Francisco.

WISCONSIN.

WISCONSIN AGRICULTURIST, Racine, Wis.; 5 lines, 1 time, \$1.

WISCONSIN AGRICULTURIST, Racine, Wis.; semi-monthly. Established 1877.

WISCONSIN AGRICULTURIST, Racine, Wis. Rates, 20 cents a line; circulation, 28,000 guaranteed.

SUPERIOR TELEGRAM, 5,500 daily, every evening except Sunday. Associated Press Franchise (operator in its own building); Mergenthaler typesetting machines; has its own artist. Largest circulation in Northern Wisconsin. Prices for advertising of H. D. LACOSTE, 38 Park Row, New York, Special Newspaper Representative.

CANADA.

\$5.50 A line yearly. 30 best papers in Prov. Quebec. E. DESBARATS, Ad Agency, Montreal.

BIG city dailies claim to do it all. They do reach a handful of business men and politicians in the towns, but wise advertisers reach the people by aid of the best local papers. The **BERLIN RECORD** (d and w) is clean, bright and popular and goes into more homes in its territory than any other newspaper. Rates on application. W. V. TUTTLE, Mgr., Berlin, Ont.

HAWAIIAN ISLANDS.

STAR—Daily and weekly. The live, popular paper of the country. Covers the group completely. Honolulu, H. I.

CLASS PUBLICATIONS.

Advertisements inserted under this heading, in the appropriate class, cost 50 cents a line, for each insertion. One line inserted one year, 52 weeks, for \$25 6 months for \$15, 3 months for \$5.50, or 4 weeks for \$2. For the publisher who does not find the heading he wants a new heading will be made to specially fit his case.

BOOTS AND SHOES.

"BOOTS AND SHOES" WEEKLY, N. Y. City.

ADVERTISING.

BRAINS, a weekly journal for advertisers. It contains photographic reproductions of the best retail advertisements to be found in the various publications of the English-speaking world, together with many hundred excellent suggestions for catch-lines, reading matter and best typographical display of advertisements. The only journal in the world devoted exclusively to retail advertisers and to the men who write and set their ads. Printers get many good suggestions for display from it. Subscription price \$4 a year. Sample copy of **BRAINS** free. Advertising rates on application. **BRAINS PUBLISHING CO.**, Box 572, New York.

AGRICULTURE.

BREEDER AND FARMER, Zanesville, O. **WISCONSIN AGRICULTURIST**, Racine, Wis. **PACIFIC RURAL PRESS**, San Francisco, Cal. **FARMERS' HOME JOURNAL**, Louisville, Ky., goes weekly to 15,000 of the wealthiest farmers of Kentucky and Tennessee.

CARRIAGES AND WAGONS.

THE HUB, 247 Broadway, New York. The leading monthly, containing all that pertains to the art of carriage building, and circulated all over the world. **THE HUB NEWS**, 247 Broadway, N. Y. The only weekly paper published in the interests of vehicle mfrs. and dealers.

DANCING.

THE BALL ROOM, Kansas City. Semi-monthly.

EDUCATIONAL.

THE SOUTHERN SCHOOL, Lexington, Ky., 1895, sworn circulation 6,092 copies weekly—largest circulation in Ky. outside of Louisville. Official organ Ky. and Ala. State Boards of Education. Rates and sample copy free.

GERMAN.

THE TAEGLICHE ABEND PRESSE, daily, published at Cincinnati, is credited with the highest circulation rating accorded to any German daily in Ohio. From *Printers' Ink*, issue of May 15, 1905.

GROCERIES.

GROCERY WORLD, Philadelphia, Pa. The largest paid circulation; the most complete market reports; the largest corps of paid correspondents of any grocery journal published in the world. Sent for free sample copy.

HARDWARE AND HOUSE FURNISHING.

HARDWARE DEALERS' MAGAZINE. Largest circulation in its field. D. T. Mallett, Pub., 271 Broadway, N. Y.

HISTORICAL.

THE AMERICAN HISTORICAL REGISTER, a Monthly Gazette of the Patriotic Hereditary Societies of the United States of America. Send for advertising rates and specimen copies. 130 S. Sixth St., Philadelphia, Pa.

HORSE INTERESTS.

COACHING Philadelphia, Pa. 4,000 monthly.

HOUSEHOLD.

DETROIT COURIER, 31 years old. Has a village and farm circ'n around Detroit greater than any other weekly. Ad rate 60c. per inch.

MEDICINE AND SURGERY.

WESTERN MEDICAL AND SURGICAL REPORTER, St. Joseph, Mo.

MINING.

MINING AND SCIENTIFIC PRESS, San Francisco.

MOTORCYCLE.

MOTORCYCLE, 1636 Monadnock Block, Chicago.

PAINTING.

PAINTING & DECORATING, 247 Broadway, N. Y. The finest and most complete paper published for the trade—one issue worth more than price of a year's sub'n.


TEXTILE.

TEXTILE WORLD, Boston. Largest rating.

A decorative border of repeating floral motifs surrounds the text on the page.

The Journal


The Journal is fitted to the Press Plant in the country. It has been made necessary by the growth of The Journal. 237,000 copies are printed at present—the limit of the Press Plant. Supplementary figures show nothing to the significance of the Journal grows because of it—and that is why it is so popular to advertisers than any other paper in America.



nal, W. R. HEARST.

s fitting up the largest
the United States. It
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significance of this. The
because the people like
why it is more valuable
han any other paper in

The Journal, New York.



PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

For ten dollars, paid in advance, a receipt will be given covering a paid subscription from date to (January 1st, 1901) the end of the century.

CIRCULATION: A detailed statement of the number of copies printed of every issue of **PRINTERS' INK** for the full year 1896, prepared to be placed on file with the editor of the American Newspaper Directory, so that the circulation may be correctly rated in the issue of that book for 1896, shows that the actual average edition for the year was 21,913 copies; for the last six months, 22,434 copies; for the last three months, 24,384 copies and for the last four weeks, 27,100 copies. The smallest issue during the year numbered 14,300 copies. The largest, 40,300 copies. The year 1896 opened with nearly twice as many names on the subscription list as had place there at the beginning of 1895. The regular issues of **PRINTERS' INK** for the first ten weeks in 1896 were:

January	1	20,700
"	8	20,500
"	15	22,700
"	22	24,200
February	29	25,470
"	5	26,050
"	12	27,450
"	19	26,550
"	26	26,750
March	4	30,250

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at same rate.

Publishers desiring to subscribe for **PRINTERS' INK for the benefit of advg. patrons may, on application, obtain special confidential terms.**

If any person who has not paid for it is receiving **PRINTERS' INK, it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.**

NEW YORK OFFICES: NO. 10 SPRUCE STREET.
LONDON AGENT, F. W. SEARS, 108 Fleet St.
CHICAGO, BENHAM & INGRAHAM, 315 Dearborn St.

NEW YORK, MAY 20, 1896.

AN advertising medium can be too cheap to be good.

THE New York *Sun* is the best daily newspaper that was ever printed.

THE ad does not necessarily have to be short to be a good one, but it must be to the point.

THAT advertiser makes a mistake who puts more bargains in his ad than he does in his store.—*Profitable Advertising.*

GENERALITIES in an ad leave no impression, and the ad that makes no impression might as well not have been written at all.

AN advertisement is supposed to tell the good points. If it does not, it is very much the same to the reader as if they did not exist.—*C. A. Bates.*

PRINTERS' INK does not want McKinley for President. The Wilson tariff bill is not very good, but McKinley's was worse. What the tariff needs is to be let alone.

IF an ad sounds improbable to the writer, the public cannot be expected to believe it when they read it.

THE first question to be asked of an advertising idea is, Is it good? not, is it original? It can be good without being original, and original without being good.

MR. T. B. EIKER, the special agent, came in with a copy of **PRINTERS' INK** of May 13th in his hand and showing the picture on page 20 was anxious to know who was the original. When the information was declined he turned on his heel with the remark, "I think it is Billson."

THE Anaconda, Mont., *Standard* asserts editorially that it has a paid daily circulation far larger than any other daily newspaper in Montana, North Dakota, South Dakota, Idaho, Wyoming, Utah or Washington, and significantly adds: "Look at the map; that is a large field."

UP to date 293 advertisements have been submitted in the competition for the \$1,000 prize offer for advertisements best calculated to sell copies of the American Newspaper Directory. This number ought to be considerably increased within the next two months. The competition closes July 4th. The prizes are worth working for, the conditions of the competition are simple and easy and every competitor gets a prize.

THE best page advertisement appearing in the issue of **PRINTERS' INK** for May 13th was that of the St. Louis *Post-Dispatch*, printed on the 14th page. If no one inserts a better one in the issues of May 20th or 27th the **PRINTERS' INK** Teapot will have to be awarded either to that advertisement or to that of the St. Paul *Dispatch*, which appeared on the 27th page of the issue of **PRINTERS' INK** for May 6th. Each of the advertisements specified was decidedly excellent in its way.

NEWSPAPER publishers in small towns have frequent occasion to know the difficulties under which their local advertisers labor, and advertiser and publisher often confer and work together with a hope of making advertising profitable. The experience of one advertiser in a small town, who

has successfully overcome some difficulty that appeared at first to bar his progress, would be a help to many another advertiser who has to contend with the same difficulty but has not yet been able to surmount it. PRINTERS' INK desires contributions from advertisers, publishers, local canvassers or reporters, in small towns or cities, who have knowledge born of experience. Tell the story as you know it. Relate the case as it occurred. Tell how some advertiser attempted this or that and how he succeeded or failed, and to what he now attributes his success or failure. Give the reason, or what was thought to be the reason. It is as important to know what not to do as to know what to do. Those who send contributions should recollect that PRINTERS' INK is a journal for advertisers, not for newspaper men, and write their articles with a view of interesting and instructing advertisers.

IS IT LEGITIMATE?

A correspondent sends to PRINTERS' INK a copy of the Lincoln (Neb.) *Herald*, which he says has been published there something over six months, and is owned by the Farmer Grocery Company of that city, whose full page ad appears therein. The Grocery Company, it is asserted, pay all the newspaper bills, although the paper is supposed to be owned by a Mr. Whitmore, who also claims to be the editor. Our correspondent asserts that the Grocery Company cause hundreds of extra sample copies to be mailed each week, and get second-class rates, and explains that the paper is supposed to represent the hard money Democrats of the district.

An examination of the paper in question reveals a fairly presentable eight-page weekly, apparently made up entirely or nearly so by one of the co-operatives companies that furnish partly printed sheets to about half the weekly papers of the United States. The *Herald* does not appear to be a first-rate paper anyhow, but there are hundreds and even thousands of legitimate papers that would not compare favorably with it. Business men who wish to see for themselves what sort of a publication it would be permissible for them to issue and mail at one cent a pound are advised to obtain a copy of the Lincoln *Herald*. Congressmen would do well to obtain and examine a copy of the *Herald* for the purpose of making up their minds about the advisability of doing away with the law which compels postmasters and the Postmaster-General to draw fine conclusions concerning particular newspapers, finer conclusions, in fact, than

postmasters or Postmaster-General are able to draw without danger of doing injustice here and there. A uniform rate of postage on printed matter, mailed without board or other substantial binding, would be of great service in simplifying post-office puzzles; and whether the uniform rate be one, two, four or eight cents a pound is a question or more interest to the public at large than it is to newspaper publishers.

THE DAY OF ODD CENTS.

"Charley," said the senior member of the firm, as the young traveling man came in, "I want to see you."

"Yes, sir."

"You have been with us for some time and you have done well."

"Thank you, sir."

"And we appreciate it. Let's see, you commenced on \$12.50 per week, and we are now paying you \$14, are we not?"

"Yes, sir."

"Well, I want to convince you that faithfulness pays in the end, and I want to tell you that we have decided to advance your salary."

"Thank you, sir."

"Now, I have watched you carefully for some time, and from the first of the month I have instructed my bookkeeper to pay you \$14.50 per week, which, I hope, will be appreciated."

"I am awfully sorry," said Charley, as the tears trickled down his cheeks, "but your offer comes too late. I have just accepted a place with another firm at \$14.65 and was just going to notify you."—*Exchange*.

A TYPOGRAPHICAL ARTIST.

There is a printing office in Vienna the sole employment of which is the announcement of *fetes*, plays, concerts, etc., nothing else being printed but placards. The proprietor of the establishment has many persons in his service who thoroughly understand the most striking way of announcing such matters to the street public by unique arrangement of alluring words. The monster types used are all wood; the effect of the great colored letters upon men's eyes and fancies is always speculated upon. In the pictorial announcements of estates for sale the letters are often composed of pictures of castles and rural views, the effect of which is very "catchy" and sure to please the eye.—*Business Journal*.

INJURED INNOCENCE.

"Bobby," said the teacher in a Boston school, "I am surprised at you! You are usually so studious, and here you are drawing horrid, idle pictures on your slate."

"I beg your pardon, miss," replied the youth, with the hauteur of misunderstood genius, "but you are laboring under a misapprehension. This is not a horrid, idle picture. It is a design for a magazine poster."—*Washington Star*.

HE WAS DEAR.

Daughter—Mamma, if I must write to Mr. Brown about his extortionate bill, should I say 'Dear Mr. Brown'?"

Mamma—Certainly, under the circumstances.—*New Rochelle Life*.

THE NEW YORK SPECIAL AGENTS.

It has been asserted that Mr. E. Katz was born about 1800 in Moscow. He has been in the newspaper business since 1873, having filled the position of checking clerk, advertising clerk, manager, proprietor and editor on various California newspapers. In 1880 Mr. Katz became an advertising



E. KATZ.

solicitor on the San Francisco *Examiner*, and later became business manager of that paper. Several years ago he came to New York and opened a special agency in Temple Court. He represents the following papers:

CALIFORNIA.

Alameda.....	Telegram
Anaconda.....	Standard
Berkeley.....	Advocate
Colusa.....	Sun
Fresno.....	Expositor
Los Angeles.....	Times
Merced.....	Capital
Napa.....	Journal
Napa.....	Register
Oakland.....	Tribune
Oakland.....	Times
Ogden.....	Standard
Petaluma.....	Argus
Petaluma.....	Courier
Pasadena.....	News
Red Bluff.....	Sentinel
Redlands.....	Citrograph
San Bernardino.....	Sun
Sacramento.....	Bee
San Francisco.....	Examiner
San Francisco.....	Wave
San Francisco.....	Wasp
Santa Cruz.....	Record
Santa Rosa.....	Democrat
Santa Rosa.....	Republican
Santa Barbara.....	Independent
Santa Ana.....	Blade
Salt Lake.....	Herald
Vallejo.....	Chronicle

UTAH.

Ogden.....	Standard
WASHINGTON.	
Seattle.....	Call
Seattle.....	News

WHEN Mr. W. W. Hallock, the Eastern representative of Kellogg's List, whose office is in the Tribune Building, was appealed to for his picture to illustrate these pages, he very kindly offered to furnish one large enough to fill at least two pages, and, clinging to his purpose once formed with the tenacity for which he is famous, declined to let us make a reduced reproduction of it, desiring to have it reproduced exact size or not at all. There is nothing small about Mr. Hallock. Our artist has, by care and painstaking effort, reduced an original picture in possession of



W. W. HALLOCK.

PRINTERS' INK, bringing it within the requisite limit; but any one knowing Mr. Hallock, and seeing his picture, will perceive that it falls short of being as good looking as the original even in a much greater degree than it fails to rival in size the magnificent proportions of the portrait which he offered to us, a portrait which, when handsomely framed, would adorn any drawing-room in the land.

W. WARD DAMON was born in Cape Vincent, N. Y., in 1865. He received his preliminary education in Seneca Falls, and graduated from the Syracuse University in the class of '87. Before graduation he became telegraph editor of the Auburn (N. Y.) *Bulletin*. After graduation he took up newspaper work with the Syracuse *Courier* as reporter. In 1889 he went to the Springfield (Mo.) *Republican* as city editor. After

a couple of years with the *Republican* he became railway editor of the *Kansas City Star*. In 1889 he left newspaper work for about a year, and took up life insurance, but finally drifted back into the business department of the *Star*. He traveled around for some time with the Commercial Club car, advertising Kansas City, and then traveled as special agent through Texas and the South. In 1890 he took charge of the Chicago office of the *Star* for about a year. In the fall of 1891 he went to work in the Chicago office of the *Kansas City Journal*. His success



PERRY LUKENS, JR.

Building. He represents the following papers :

CONNECTICUT.	
Hartford.....	Times
INDIANA.	
Indianapolis.....	News
MAINE.	
Bangor.....	Commercial
MINNESOTA.	
Duluth.....	News-Tribune
PENNSYLVANIA.	
Pittsburg.....	Times
Pittsburg.....	Daily News

CHARLES E. ELLIS was born near New Bedford, Mass., in 1855 and received his education there. In 1873 he entered the office of the New Bedford *Mercury* and learned the printing trade. In 1877 he went to Boston,



W. WARD DAMON.

was so marked that in 1892 he took charge of the New York office of the *Journal*. Mr. Damon's office is in the Tribune Building. He now represents four papers :

IOWA.	
Des Moines.....	Leader
MISSOURI.	
Kansas City.....	Journal
NEW YORK.	
Syracuse.....	Standard
RHODE ISLAND.	
Providence.....	Telegram

PERRY LUKENS, JR., was born in a little Quaker village in the southern part of Ohio in 1853, and received a good public school education. In 1878 he went to Indiana and obtained employment in the advertising department of the Fort Wayne *Gazette*, where he remained until 1886. Later he went to Kansas City and became connected with the *Star*, and still later with the *Kansas City Journal*. In 1892 Mr. Lukens came to New York as special agent, with offices in the Tribune



CHARLES E. ELLIS.

and became compositor on the Boston *Journal* and *Herald*. He remained there for several years, and later went to Chicago, and entered the office of

C. H. Fuller & Co., advertising agents. Two years ago he came to this city as special agent, with headquarters in Temple Court. Mr. Ellis represents the following papers:

Chicago.....	ILLINOIS.	Up To Date
Augusta.....	MAINE.	Vickery and Hill List
Minneapolis.....	MINNESOTA.	Housekeeper
St. Paul.....		Globe
Floral Hill.....	NEW YORK.	Success To The Garden
New York City.....		Jenness Miller Monthly
Libonia.....	PENNSYLVANIA.	Park's Floral Magazine

OUT OF THE BEATEN PATH.

By John Chester.

Articles of information and instruction are being written every week by PRINTERS' INK contributors on subjects that are common, but nevertheless always interesting. And yet there are few writers who leave the regular track to explore or explain "fresh fields and pastures new." Every scribe seems to be able and willing to tell us how the well-known and staple articles of commerce *should* be advertised, forgetting, perhaps, that we all know how they *are* advertised. Clothing, dry goods, shoes, jewelry, groceries, drugs, real estate, hardware, soaps and foods are things we see advertised in many ways every day of the week, but an out-of-the-way article—a specialty, in fact—we seldom see advertised, and never read any pointers about advertising it.

It may be answered that the most popular subjects are treated of oftenest because such articles interest the multitude, whereas writing about some peculiar goods would only interest the few. There is sound sense in that, but I think an occasional "wandering from the beaten path" in the shape of a little educational chat about advertising a rarely advertised article, would often strike a few as the very thing they were most desiring.

How about an ear-muff for instance? I must confess I never saw them advertised, but every winter they are in fair demand. Nor have I ever seen stoves properly advertised. They are generally *included* in a house furniture advertisement, but they are important enough at certain seasons of the year to deserve special advertising. They present many striking points, many differences in construction, size and price. Some are more convenient than others,

better looking and require less care. All these points should be put forward prominently in special advertising, but, outside of the trade papers, little space is devoted to telling the public about them.

Bric-a-brac, mantel ornaments and pictures are other things that seem to be "out of the beaten path." Advertisements of such goods are the exception rather than the rule. They are salable goods, especially pictures, and the better they are advertised the more extensively will they sell, yet the dealers do not seem to care to tempt the public by means of printers' ink.

I have such a firm belief in the efficacy of newspaper advertising that I do not believe there is an article of practical use now manufactured for which a good sale cannot be created by means of such publicity. Yet there are stubborn merchants who will not see this. They have perhaps tried it, after the fashion of most advertising amateurs, made a bad break in selecting mediums and, of necessity, come to grief. A wise wording of the ads and a shrewd selection of the mediums would have made all the difference in the world.

ADVERTISING TO RECOVER EYE-SIGHT.

New York's millionaire merchant, Charles Broadway Rouss, the originator of the "Racket" stores all over the United States and the man who has made a large fortune by the quick handling of merchandise through his unique advertising methods, is sorely distressed with an affection of the eyes, leaving him for some time totally blind, and in this affliction he takes advantage of advertising by widely proclaiming his latest effort to restore his sight.

A hypnotist from the West agrees to effect a cure for \$1,000,000, and has made arrangements to prove his powers on one John Martin, a blind man, who, as a substitute for Mr. Rouss, undergoes the experiment.

"I am too busy a man," says Mr. Rouss, "to allow myself to be experimented upon by every one who comes along. That is why I have engaged a substitute. As his affliction is identical with my own, I presume that the man who can restore his sight can do as much for me. I will give \$1,000,000 to this hypnotist or any other man who will restore my sight. I will walk out of my store and hand him the keys. He will be welcome to my ten-story Broadway building and everything that is in it. I have been successful in my business and have accumulated wealth, but to get back my eye-sight I would gladly return to the poverty of my boyhood, and as an old man begin life over again. I have experimented with many cures, and I am willing, through my substitute, to experiment with many more. I have strong hopes that the hypnotist will be able to do what he claims he can, but still I would like for the press to give my offer the widest publicity."

GERALD DEANE.

A STREET CAR ADVERTISER'S DREAM.

By Bob Garrett.

(Published by request).

I dreamt that with "Sapolio"
My floor was scoured bright,
Whilst all the room was well illumined
With the rays of "Welsbach" light.

I dreamt I journeyed far away,
On the "North Pacific Line,"
With "Carter's Pills" to ward off ills,
And "H-O" on which to dine.

I dreamt that "Fairbank's" grinning coons
Had each a suit from "Nicoll's";
On a "Columbia" bike they sped the pike;
In each mouth some "Heinz's" pickles.

I dreamt I bathed with "Ivory Soap,"
And splashed with glee and fun,
Then dried myself by a "Garland" stove,
That was polished by a "Rising Sun."

I dreamt I saw some maidens fair,
Who were talking of their loves,
And of benefits they had from "Ayer"
And "Kaiser's Peerless Gloves."

I dreamt I saw a battlefield,
With horses on a jump;
I buckled on a "Kleinert" shield,
And then I saw that "Hump."

I dreamt I knit with "Fleisher's" yarn
A bag for "Hecker's Flour";
It would not hold, and I said "darn"
With all my vocal power.

I dreamt of Egypt's ancient pyramids,
Unmoved so many days,
And which "Cleveland's Baking Powder"
seemed
To give an awful raise.

I dreamt that "Quaker Oats" old man,
Had come to life and spoke;
His tones so shrill were enough to kill;
I yelled and then awoke.

BRIGHT SAYINGS OF ADVERTISERS.

I DON'T follow the leaders, but lead the followers in offering every advantage that's to be had in footwear.—*J. M. Chesnut.*

PERHAPS we can ease your mind by easing your feet, as we are prepared to please the most particular people in the matter of shoes.—*Miles, Phila.*

If thine eyes offend thee, do not pluck them out and cast them from thee, but call at Julius Lando's optical institute, 419 East Water street, Milwaukee, Wis., and get fitted with a pair of his celebrated glasses.

For some days the single word "Mar-Shal-Ka" occupied a panel in the elevated railway cars as a blind puzzle. At last there appears in its place the following explanation:

"A lot of connoisseurs there are who praise the grand Key West cigar.—*Mar-Shal-Ka.*"

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted.
Must be handed in one week in advance.

WISCONSIN AGRICULTURIST,
RACINE, WIS.

LETTERS TO LET. \$1 to \$31 J. H. Goodwin, 1215 B'way, N. Y.

Lynchburg NEWS {2,600 D. & S.
\$8,000 Weekly.

SUPERIOR TELEGRAM.
West Superior, Wis. 38 Park Row, New York.

MAIL TOPEKA, KANSAS

Circulation 7,600 guaranteed—larger circulation than any other Kansas weekly. For rates, etc., address C. Geo. Krogness, Marquette Bldg., Chicago, Ill., Western Agent.

Cabinets For storing electrotypes or Cuts, made of oak.
20 Drawers each 16½ x 26 \$18
Handy Cabinet Co., 14 S. 5th St., Phila.

The Evening Journal,

JERSEY CITY, N. J.,

IS GETTING ON NICELY, THANK YOU.
So are its advertisers. They find it pays.

Booklets.

to bring returns must be executed with care. The display should be well designed and the printing neat and attractive. Sometimes cuts will improve a booklet, sometimes they will not. In some cases colors will add greatly to its efficiency, while in other cases it would be a needless expense. I know just how a booklet should be displayed and printed. If cuts will improve it I tell you. No other printer has better facilities for turning out this class of work.

I can furnish 1,000 beautiful eight-page booklets, printed in two colors, for \$14.00, or 5,000 for \$32. Send for a sample.

If you want an attractively displayed advertisement you should send to me.

Address WILLIAM JOHNSTON, Printers' Ink Press, 10 Spruce St., New York.

THE ARGONAUT

Is the only high-class Political and Literary Weekly published on the Pacific Coast. Thousands of single-stamped copies of it pass through the post-office every week, remailed by subscribers to their friends. It has a larger circulation than any paper on the Pacific Coast, except three San Francisco dailies. It goes into all the well-to-do families of the Pacific Coast. Over 18,000 circulation. Argonaut Building, 213 Grant Avenue, San Francisco.

To School Advertisers...

THE CHURCH STANDARD during the past season carried 50 per cent more school advertising than during any previous year in its history.

We have received during the past year more unsolicited testimony as to its value as a medium for this class of advertising than we have received during any previous year.

It stands upon its own merits entirely. If it cannot help you fill your school it does not want your business. What it does ask at your hands is a trial. If any paper circulating in the Protestant Episcopal Church, particularly in the great Middle Belt, can help you it is

**The Church...
...Standard.**

Special rate for 1896.

THE CHURCH STANDARD COMPANY
Philadelphia, Pa.

We Are Not Crying

Because there is much territory not covered by **TEXAS FARM AND RANCH**,

But We Are Rejoicing

over the fact that the many customers who use our advertising columns

Year In and Year Out

have long since learned that **TEXAS FARM AND RANCH** covers thoroughly Texas, Arkansas, Louisiana, Oklahoma, Indian Territory. Have you looked into the desirability of securing the best class of customers in above territory? A clean paper for clean advertisers seeking clean customers.

TEXAS FARM AND RANCH
DALLAS, TEXAS.

New York Office, Chicago Office,
47 Times Bldg. Marquette Bldg.

Good Paper Good Ink Good Presswork,



Render the advertising pages of

**THE
PETERSON
MAGAZINE**

Especially attractive.

Just as much care is taken with the advertising pages as with the illustrated and text pages.

That is one reason why advertisers appreciate and use the "**Peterson Magazine.**" Another—the rate of \$80 per page an issue by the year.

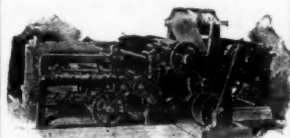
**The Peterson Company, 109 5th Ave.,
... NEW YORK.**

The **American
Farmer.**

WASHINGTON, D. C.

The oldest agricultural paper
in America.**PAYS ADVERTISERS.**Published on the first day of
every month.

OVER

100,000 COPIES....
....EACH ISSUE.New York Office:
66 World Building.**BYRON ANDREWS,**
Manager.**EVERY CLAIM WE MAKE****... FOR THE "NEW MODEL"**is artfully dodged by our
competitors! They dare not
discuss the New Model on
its merits!On that basis no other press
can print so fast and so well
and cost so little to operate!**CAMPBELL PRINTING PRESS
AND MFG. CO.,**6 Madison Ave., New York.
334 Dearborn St., Chicago.**Any Old
Lemon Huckster**Could go through the streets of Brooklyn and shout
your business until his voice became as rough as a
rasp, but 'twouldn't do you any good, because people
wouldn't believe him. But if you preach your busi-
ness in a genteel way through the columns of : : :THE **Standard Union**You'll get results, because the refined element of
Brooklyn read it and have faith in it.

Anzeiger... Des Westens

ESTABLISHED
1834

THE GREAT GERMAN-AMERICAN
PAPER OF THE WEST AND
SOUTHWEST

DAILY, . 8 pages
SUNDAY, 24 to 32 pages
WEEKLY, . 12 pages

The leading, the foremost German daily of St. Louis—its circulation by far exceeds that of all the others.

The Anzeiger des Westens pays more postage for its issue through the mails than any other German paper in St. Louis.

The Anzeiger des Westens covers the German field of the West and Southwest.

THE ANZEIGER DES WESTENS is always ready and willing to prove by a comparative investigation of all books—not of cash books only, which may be doctored—nor by affidavits, which some persons with an elastic conscience, and no sense of dishonor, make as easily as eating a good dinner, but by an investigation of everything, that its circulation is far greater than the circulation of any other German paper in St. Louis.

JOHN SCHROERS
BUSINESS MANAGER

EMIL CARO
ADVERTISING MANAGER

Anzeiger Association

PUBLISHERS

ST. LOUIS

It Pays

~CIRCULATION~
Over 150,000

To Advertise In the

UNION GOSPEL NEWS,

An Undenominational Paper



Write for Rates.

Published every Thursday by the

that reaches thousands of the
best families throughout
the land. Once
tried always
Used.

Gospel News Co.,

CLEVELAND, OHIO.

The Lookout,

CINCINNATI.

Average Weekly Circulation during 1895

GUARANTEED ... 27,733 ... GUARANTEED

ADVERTISING RATES:

Display, 20 cents per line.

Reading Notices, 40 cents per line.

Basis of Measurement, AGATE.

Preferred position, 20 per cent extra.

No advertisement less than five lines.

PROOF: Post-Office Receipts; the Subscription List; Paper Mill Account; Press-Room Register.

DISCOUNTS For Space Used Within One Year.

250 lines,	10 per cent
500 "	15 "
750 "	20 "
1000 "	25 "
2000 "	30 "

Positively no deviation from these rates.

H. C. HALL, Advertising Mngr.,

22 Witherell St., DETROIT.

January 1, 1896.

Hello...

Is this the Advertising Office of the Christian Guide, published weekly at Louisville, Ky. ?

Yes, sir !

Well, how about our change of copy for next issue ?

Have you ordered it ?

Yes ; order went last night, will it be filled promptly ?

Yes, sir.

What kind of Advertising do you consider best adapted to our use, display or reading matter ?

Display, as our artist says it is a splendid subject for illustrating and he can do excellent work.

All right, I thank you for giving it so much careful attention, and I am sure good results will follow.

.... GOOD BYE.

Always address

H. C. HALL, Advtg. Mgr.,

22 Witherell Street,

DETROIT, MICH.

SAN FRANCISCO CHRONICLE

Daily, over 68,000.

Sunday, 75,000. Weekly, 25,000.

THE CHRONICLE has the largest *bona fide* circulation of all the papers published west of the Missouri River. Its circulation is 20,000 more than that of any other paper published in the City of San Francisco.

Prized by the best class of readers on the Pacific Coast as the paper that gives them all the news and valuable information with straightforwardness and precision, and by the best class of advertisers in the country as the proper channel through which to bring their goods into public favor throughout the States of California, Oregon, Washington, Nevada and Montana.

THE WEEKLY CHRONICLE is the farmer's paper of the Pacific Coast. Each week considerable space is devoted to agriculture, viticulture, mining, stock raising and other industries. These excellent articles, together with its merits as a newspaper, have given the WEEKLY CHRONICLE its undisputed standing as leader in circulation and influence among Pacific Coast weeklies.



GEORGE P. ROWELL, *Publisher of PRINTERS' INK*, says:

"THE CHRONICLE is the best conducted newspaper in San Francisco."

PERRY MASON & CO., *Publishers of YOUTH'S COMPANION*, say:

"We do not underestimate, we think, the strength of the SAN FRANCISCO CHRONICLE for our advertising, and shall try during 1896 to make up for lost time by using it more largely than any other paper in your territory."

HARPER'S MAGAZINE:

"The SAN FRANCISCO CHRONICLE is the most important newspaper on the Pacific Coast—one of the few in the United States that may be said to stand in the front rank of American journalism."



CHAS. J. BROOKS, Eastern Manager,

213 Temple Court,

New York City.

They are Identical.

OFFICE 419
KNOX COUNTY HERALD

V. W. HART, PUBLISHER

General Job Printing a Specialty

Danville Ohio

RECEIVED

MAY 4 1896

GEO. P. ROWELL & CO.

MAY 1 1896

Editor Printer's Ink,

Please explain the
discrepancy between the two
enclosed clippings, both from
P. I. of April 29th 1896.

Respectfully

F. W. Hart

THIS PAPER is printed with ink manufactured
and sold by the W. D. WILSON PRINTING INK
CO. 175 Nassau Street, New York. Special prices
to cash buyers.

This Issue of Printers' Ink

Is Printed with Jonson's Commonest News Ink-

Positively the Poorest Quality He Sells

The goods are identical. Jonson sells in small lots for cash always in advance. The W. D. Wilson Printing Ink Company make his inks and will sell at his prices to prompt paying customers with good commercial ratings who buy more than ten dollars' worth at a time. Offices, No. 10 Spruce St., New York.

All you need is **THE COURAGE**

TO BEGIN
ADVERTISING IN THE

Chicago Newspaper Union Lists.

After that 

It will need more courage than you can
get up to stop. : : : : :
For stopping will mean a discontinuance
of your profits from the advertising. :
Profits from advertising are cumulative.
To stop advertising is to stop profits. :

No other way exists

Of reaching the people covered by these
lists. It is economical in price, saves you
the time and detail required in addressing
1,450 papers separately, each with a vary-
ing rate. : : : : : : : : :

A Catalogue for the asking
It gives all information
Send for it

Chicago Newspaper Union,

93 S. Jefferson Street,
CHICAGO.

...AND...

No. 10 Spruce Street,
NEW YORK.

DEPARTMENT OF CRITICISM.

By Charles Austin Bates.

Advertisers every where are invited to send matter for criticism; to propound problems and to offer suggestions for the betterment of this department. Anything pertaining to advertising will be criticised freely, frankly and fairly. Send your newspaper ads, circulars, booklets, novelties, catalogues. Tell me your advertising troubles—perhaps I can lighten them.

ADVERTISING IN GENERAL.

GRAND RAPIDS, Mich., Feb. 25, 1896.

Mr. Chas. Austin Bates, care *Printers' Ink*,
N. Y.:

DEAR SIR—I've been too busy to drop you a line of thanks for your kindly mention of our "Long Green" booklet in your department of criticism in *PRINTERS' INK*, which kept us busy mailing the booklets and replying to letters for some time afterward. If any one doubts the circulation of *PRINTERS' INK*, or does not think your ads or criticisms are read, let him get out something that will draw a favorable mention, and his skepticism will cease inside of a month. Yours truly,

J. ELMER PRATT,
Advt. Manager.

ALLEN, ACKLEY & Co.,
Manufacturers of Anti-Rust Japan. }

CINCINNATI, O., May 7, 1896.
Mr. Chas. Austin Bates, New York City:

DEAR SIR—Did it ever occur to you that you are shooting at long range in your hints to advertisers as they appear in cold type?

"*Whatsthematter*" with your coming closer to your game, by delivering a series of lectures to business men, at various points throughout the country, on the subject of *Advertising*? Your lectures could be illustrated with views of good and bad advertising, holding the latter up as *awful* examples!

Of the hundred million of dollars expended each year for advertising in this country about ninety million is misspent and I have done my share of the latter. Why shouldn't we have a Moses to lead us out of the wilderness? The question is who will be the Moses? Yours very truly, T. F. ALLEN.

Mr. Allen is asking me to do exactly what I am doing every week in this department. I am, in fact, delivering a series of lectures to a far greater audience than I could possibly reach with an orally delivered discourse. *PRINTERS' INK* gives me an audience of about thirty thousand a week, and, as I am an extremely modest and retiring individual, I find it less difficult and embarrassing to talk in type than I would if I were stuck up on a stage some place with a lot of people staring me out of countenance.

Mr. Allen speaks of the "one hundred million dollars expended each year for advertising in this country." He is mistaken to the extent of five hundred millions. The best estimate that I can make on the amount of money paid for advertising every year in America is in the neighborhood of six hundred million dollars. That is

about ten dollars for each inhabitant.

It is possible that these figures are a little bit high, but I don't believe it can be figured down much lower than five hundred million. Sometimes I think that nine-tenths of this money is misspent, but perhaps that is only when I am feeling particularly misanthropic on Monday morning. I should say that 50 per cent of it was wasted at even the best. Most of this waste will be avoided when business men realize what the simple problem of advertising really is after all. When they once come to the plain understanding of what they expect from advertising they will make fewer mistakes. As long as they think it is a mystery or gamble they will go into things blindly, and as long as they do that there will be losses.

There are difficult problems in advertising just as there are in other businesses. A man can lose money in any business if he goes at it blindly. There are "fakirs" in every line of business. There are people in every line who want to sell nothing for something.

* *

Newspaper publishers undoubtedly have a hard time. Advertisers and advertising agents are continually making propositions that from the publisher's standpoint are utterly ridiculous. Then the publisher sits down and writes a long, indignant letter, which promptly finds its way into the waste basket at the other end of the line. The following paragraph from the Harrisburgh, Neb., *News* tells of some of these tribulations:

If there is anything in this world that makes us so tired that we lose all interest in life it is the advertising propositions received from foreign agencies, and during several years' experience we have yet to receive a single proposition that is worthy of notice. Even as we write this, there are lying on our desk before us three of these propositions. The first is from Dauchy & Co., of New York, offering us \$7 for \$12 worth of space, providing we will take our pay in type at list prices which would net us less than \$5 for the space used. Another proposition is from C. I. Hood & Co., who offer to pay \$6 per year for a \$15 space, to say nothing of a weekly reading notice. Last of the three comes N. W.

Ayer & Son, making us the astonishing offer of \$15—less the usual commission of 25 per cent—for space that we would ask one of our citizens \$36 for, without any "preferred position adjoining pure reading matter" clause in the contract. And yet these everlasting knights of supreme gall are very much offended if you do not see fit to answer their contemptible offers. If they suffer from too much heat in the next world it is not to be wondered at. One satisfaction is that a publisher who has the least regard for his patrons will not accept such rates for his space.—*Harrisburgh, Neb., News.*

The amusing part of all these things is that the publisher has the matter wholly within his own hands; nobody on earth can force him to accept a price lower than he wants, and no possible harm can come to either publisher or advertiser if the advertiser makes an unacceptable proposition. If the publisher has any backbone, the advertiser will simply lose his postage and stationery. His letter will be dropped into the waste-basket, or will be answered courteously with information as to the rates of the paper. There is no need of any excitement about the matter at all. It is the advertiser's business to get newspaper space for as low a price as he can, and it is the publisher's business to get as high a price as he can. Quite naturally there are frequent differences of opinion as to what the price really ought to be. I have known advertising agents to pay \$5 a year for a space that cost other advertisers in the paper \$50 a year, and to lose money on the operation. I am inclined to believe that the general advertiser could discontinue the use of about 75 per cent of the publications in the United States and make more money than he is now doing. I believe if this were done the publishers of papers would make more money than they are now doing. If the local paper of small circulation would devote its energies to building up its circulation and to helping its local advertisers instead of wasting time and energy and temper on the general advertiser and the general advertising agent, he would make a lot more money and be very much happier. I think it is very seldom indeed that foreign advertising is really desirable to the publisher of a small local paper. Moreover I doubt very much if it pays the advertiser to buy space in these papers. In saying this I am thinking of the advertiser who spends less than three or four hundred thousand dollars a year. The man who wants to reach absolutely every one in the United States will

have to use almost all the newspapers, but there are only a few advertisers who are in this position.

.

The H-O Co. have offered a lot of prizes for advertisements of their oatmeal. For the best advertisement in each of five sizes they offer a "prize" of \$15; for the second best, \$12.50; for the third best, \$10; and so on down to \$2.50. At these prices it is not to be expected that any even moderately successful advertisement writer will compete.

Fifteen dollars an ad will probably possess some attractiveness to the man who makes about \$15 a week at ad writing, and it will undoubtedly bring responses from hundreds of people who have no experience and who know nothing at all about advertising. The H-O Co. will doubtless get a great mass of matter which will be worth practically nothing. They make an effort to secure amateur work and work that is even worse than amateur, when they could have the services of men who are specially trained and equipped for doing just the thing they want done.

If the idea is merely to advertise H-O and not to secure good advertisements, it would put an entirely different face on the matter. If good advertisements are what is wanted then the H-O people are making a mistake. They could get better advertisements—immeasurably better—advertisements that would sell more goods—a great many more. If they would take the \$1,580 (which is the total amount they are offering in prizes) and pay it to the advertising specialists who advertise in PRINTERS' INK and elsewhere, they would have to pay to some of these for regular work about double the price that they propose to pay as a prize. Some of them would be glad to have orders at the price of the lowest prize, \$2.50 each. By adopting this method, the H-O Co. would not get as many advertisements but they would get better ones and they would make more money.

On looking further through their booklet I see that the prizes are distributed among six classes of advertisements; newspapers, signs for groceries, card signs, posters, magazines and general. The prizes offered for posters are about as far from being prizes as those offered for newspaper ads. I understand that Mr. Louis J. Rhead frequently receives \$500 for a

poster design, and I know others who get \$200 and more each. \$200 is the highest prize offered for a poster by the H-O Co.

RETAIL ADVERTISING.

I have received what I am inclined to believe is the best real estate ad that was ever printed. It is in the shape of a sixteen page booklet, printed on coated paper in twelve-point French old style, with nonpareil slugs between the lines, and is illustrated with excellent half-tone plates.

The entire booklet is given to the description of one house. On the inside of the front cover is this matter: "The property here described is located at Mount Vernon, N. Y., and is now offered for sale. Apply to Mr. Edwin J. Lucas, Depot Place and 3d St., opposite the station, Mount Vernon, N. Y." There is on the first page a picture of the house, and on following pages pictures of the reception hall, dining-room and parlors, with plans of the first and second floors. The location of the house is fully described. The interior finish, the glass in the windows, the floors, the plumbing, the closets and all the details are fully set forth. The work is so well done that if I had the slightest notion in the world of living in the suburbs I would certainly go to see this house.

It seems unlikely that the book is designed to advertise merely the one house, and it is probable that Mr. Lucas has other property for sale at Mount Vernon. If this is true, some intimation of the fact should have been given, with possibly brief descriptions of the other property. However, I believe it is good business to advertise a single house in this way. Five thousand booklets of this kind could be printed for probably less than one hundred dollars. They could be mailed for fifty dollars. If they sold the house, and I believe they would, the advertising would be profitable, for I should guess that the price of this house could not be less than five thousand dollars, and it might easily be twice that.

INTERSTATE ADVERTISING COMPANY. }

Street Car Advertising. }

PAWTUCKET, R. I., May 4, 1896. }

Charles Austin Bates, Esq.:

DEAR SIR—Some time ago I received a letter from you in which you said that you would be glad to have any additional light

thrown upon street car advertising. Feeling in the humor this evening I thought I would write you a few lines. I must say that I disagree with you in not a few things that you say in regard to street car advertising. You rank it next to newspapers and "the better class of circulars." You think "it better for the general advertiser than for the average retail business." Now my judgment of street car advertising and newspaper advertising is this (and I have formed it after eight years' experience with newspaper advertising and several years of street car advertising), street car advertising is as it runs infinitely better for the general advertiser than the newspaper, at from one-third to one-half the cost, and many large general advertisers with whom I have talked bear me out in this opinion. Street car cards as they are now displayed embody the best work of writer and designer, and admit of the very effective use of combinations of colored inks. For a man who, for instance, sells stove polish, why isn't a street car a better place to place his sign than a newspaper? Many advertisers of this class take this view of the matter, and back up their opinions by lavish expenditures of money. Newspapers in the matter of display are, with comparatively few exceptions, years behind the times, and many of them place a prohibitive tax upon advertisers in the matter of frequent changes of copy.

My experience with street car advertising and retail lines of business is that the former is "good advertising" for about 60 per cent of such retail lines, if it is properly worked and handled. I take pains to follow up my advertising contracts to ascertain as nearly as I can, whenever possible, what the returns have been. And in the majority of cases they appear to be good.

I quote you one case. The business of a florist might appear to be one that could not be materially benefited by street car advertising. A florist came to me and asked me if I thought it would pay him to place his card in certain street cars. I had doubts of its doing so, and told him so. He went ahead and tried it, and I awaited the result with some interest. I was agreeably surprised at the good returns that he had directly received from it, and he is still advertising in that way. Large department stores in this vicinity use street car advertising constantly, in this way. The lower half of the cards that they run is changed several times a week, while the upper half stands permanently. They say that it pays them, as it seems to reach the general trade quite effectively.

My advertising platform is a broad one. I hold that nearly every sort of advertising, with possibly one or two exceptions, is good advertising, if it be rightly done. I think that the idea that the only good advertising must be newspaper advertising is the worst fallacy that was ever sprung upon an advertising community, and yet I know that I have more faith in newspaper advertising than 50 per cent of newspaper men themselves, who are proverbially skeptical concerning its value. I believe that there will come a big change from present methods of newspaper display in the not far distant future, because the newspapers will be forced into it. Some sort of a color scheme will be used and I think that the Boston *Standard* and *Munsey's Magazine* will probably be the pioneers of the change, as they are moving in that direction now. I might jot down considerable more, but will refrain at present.

I am, yours very truly,

JOHN W. BUCKMASTER.

The laundry business is supposed to be one of the most difficult of local businesses to advertise properly, and yet it is a very simple thing to do if a little of the right sort of thought be given to it.

A laundryman recently told me that a series of four circulars mailed to selected lists had increased his laundry business for the first four months of 1896 one hundred and forty and one-half (140½) per cent over his last year's business for the same time. He has a good laundry and one that is managed in a business-like way. In his advertising he simply told the people forcibly and clearly what he proposed to do for them, and why they ought to send to his laundry rather than to any other.

That is the whole theory and practice of advertising in a nutshell. There is very little theory and a great deal of certainty in advertising. The people who enshroud it with mystery do so for their own advantage. There is a right way to advertise any business, and it is comparatively easy to find this right way. There need be no unreasonable chances taken. The advertiser's problem is simply to get his story before the people who are likely to be interested—simply a plain, straightforward statement of what he wishes to do for them. To be sure it requires thought and judgment to do this in the right way, but no more than any other department of a business.

Some time ago a merchant said to me: "We have been advertising for fifteen (15) years, and we have never had any direct evidence that the advertising brought results. We have taken it on faith." There was a man who had too much faith. Advertising that doesn't bring returns isn't good advertising.

If you can't see that you are getting returns, you had better quit or change your method. This is particularly true in retail businesses. I have never yet seen a retail business that was not quickly susceptible to the influence of advertising. There is no retail business in the United States that is managed on half-way rational business principles that will not respond almost immediately to good advertising. The retail dealer who is not getting direct returns, is not getting what he is entitled to. He has no business to take his advertising on faith. He ought to expect to see his money coming back

very quickly. He ought to see some results immediately. I don't mean to say that he will not occasionally put in an advertisement that will produce no results. Sometimes these things are inexplicable, but take the advertising as a whole from week to week and from month to month the returns should be prompt and easily traceable. It is a perfectly simple thing. You have a proposition to make that you think is acceptable. You offer people the worth of their money. You offer them something that they need at the price they ought to pay. If you place your proposition before a sufficient number of people, you will surely find some one who will accept it. If you are trying something that people don't want, or if you are trying to get an unreasonable price for it, you can't expect to sell it, but there is nothing easier in the world than to sell good goods at a fair price by advertising them.

It seems ridiculous for me to make a statement of this sort in the columns of PRINTERS' INK. It seems that every business man would know these things, and would be tired of reading them. As a matter of fact, I don't believe one business man in fifty has any idea of the certainty of advertising. He takes it largely on faith. He guesses at what will be the right thing to do when there is absolutely no need of guessing. He thinks that there is a mystery about the returns from advertising; that there is a great deal of luck and chance about it. I am not a believer in luck, and the man who takes chances in advertising a retail business is doing a needless and expensive thing. The same common sense that he applies to other branches of his business will make his advertising successful. There is too much money spent in "jimcracks" in advertising. There are too many smart schemes being used. Many business men look at a thing and decide on its merits by the amount of cuteness or catchiness it possesses. The thing to be considered in advertising is how many people are actually and convincingly reached by any medium. You can figure it out almost to a certainty if you try.

I don't think that novelties are ever as profitable as straight, legitimate advertising, and by straight, legitimate advertising I mean the advertising that conveys a distinct message to the people with whom you want to do business. This is best done through the

newspapers and through individual printed matter that is sent directly to the people it seems desirable to reach.

READY-MADE ADS.

[I do not write these ready-made ads. They are taken wherever they are found, and credit is given to the author when he is known. Contributions of bright ads are solicited. The name and address of the writer will be printed, if he wishes it to be.—C. A. B.]

For a Dentist.

Crown and Bridge Work

is one of the most difficult of dental operations. Our specialists are thoroughly experienced in this branch, invariably giving our patients, as a result, satisfaction, comfort and fit.

For a Shirtmaker.

Faultless Fitting Shirts.

A comfortable shirt is one that fits perfectly in every particular. We've got the knack of cutting and making shirts for men and shirt waists for ladies so they'll conform accurately and comfortably with every peculiarity of each individual form.

Numberless pretty patterns in this season's shirt goods to select from.

For a Grocer.

Prices Less Than Wholesale.

NOW'S YOUR CHANCE
TO BUY GROCERIES, ETC.

Hotels, boarding houses and private families can now buy fine groceries at much less than they cost at wholesale. We are closing out the entire stock of Groceries, Wines, Liquors, Wooden Ware, Cigars, etc.—and to make it sell faster we will offer bigger inducements than ever for next few days.

Call and examine the goods and compare prices with those you have been paying.

For Liquor.

CLARET.

The ideal summer drink. Healthful, bracing, delicious—as well as cooling. We have all the famous Imported and Domestic Brands of the properage. Good CALIFORNIA CLARET as low as \$2.25 a dozen bottles.

For a Laundry.

ABOUT YOUR "WASH."

Think of a laundry that can wash and iron 20,000 collars and cuffs a week! That's the capacity of our Mammoth Wilson A Ironer—what do you think of it? And the rest of our machinery is right in keeping, too.

Straws show which way the wind blows, and the fact that we have such immense facilities ought to tell you at once who to have wash your clothes.

Don't put it off any longer—have one of our wagons call after your bundle. We will wash your linen cleaner and better than it has ever been washed before.

Promptly delivered, too.
Drop that postal, now.

For a Tailor.

There's Room at the Top.

Our business of making to-measure clothes has constantly increased. It's a case of the

SURVIVAL OF THE FITTEST.

The reason of our success is the fact that we have unequalled facilities for buying woollens and making clothes. We always

GUARANTEE A PERFECT FIT.

For Credit Furniture.

Sure as Fate!

When you find a store that's busy—ALL THE TIME—you can make up your mind that the management of that store is RIGHT—that its PRICES are right—and its methods are LIBERAL. We're doing business—right along—every DAY—more this year than last—more last year than the year before. It's because we're on the right TRACK—we sell good, honest furniture—and we sell it on

CREDIT!

That's the best word in the English language—it's the best friend any man ever had! Your credit is GOOD—to-day—or any other day. Don't bring anybody to INTRODUCE you—nor don't bring any references. Look right at us and say you'll pay the BILL! That's enough—we'll fix the rest—weekly or monthly payments.

For a Bicycle.

A Wheel That Wins Women Riders.

\$100 THE PRICE.

The only bicycle in the world with a really perfect main guard. In every point requisite to bicycle perfection the WINTON has never been surpassed. Handsome and graceful in design—strong and speedy in service—it ranks with other wheels as the diamond does to precious stones. Point for point—detail for detail—match it any way you will with all other machines—and you'll acknowledge

"THE WINTON IS A WINNER."

Trade winds
caused by
Advertising
blow money
into the pockets
of the advertisers.

Trade winds are strong coming from the
more than million readers of the

Ladies' Home Companion

GUARANTEED CIRCULATION

220,000 Copies each issue

They will blow your way if you
advertise in it.



Mast, Crowell & Kirkpatrick, Publishers,
Springfield, Ohio.

Eastern Office :
TIMES BLDG., NEW YORK CITY.
(Joseph W. Kennedy.)

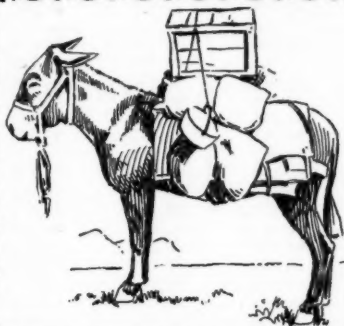
Western Office :
MONADNOCK BLK., CHICAGO, ILL.
(C. Heber Turner.)

The Kansas City World

TO SEE IT IS INVITING
TO USE IT IS CONVINCING

KNOWN
CIRCULATION

Daily, 26,000 Sunday, 31,000



It
Carries
Weight

The World *Kansas City*

L. V. ASHBAUGH, Manager.



A. Frank Richardson,

NEW YORK.

LONDON.

CHICAGO.

CIRCULATION

THE CLEVELAND PRESS

State of Ohio, County of Cuyahoga, ss.:

E. Wyllis Osborn, business manager of the CLEVELAND PRESS, does solemnly swear that the actual number of copies of the paper named, printed and sold during the months of JANUARY, FEBRUARY and MARCH, 1896, was as follows:

Days.	JANUARY.	FEBRUARY.	MARCH.
1.....	76,888	83,000	Sunday.
2.....	78,772	Sunday.	84,015
3.....	78,695	80,568	81,720
4.....	79,851	81,130	81,556
5.....	Sunday.	82,667	82,302
6.....	78,607	80,152	82,114
7.....	79,045	81,302	83,622
8.....	79,032	82,000	Sunday.
9.....	86,169	Sunday.	82,126
10.....	79,165	80,742	81,789
11.....	80,631	88,644	81,292
12.....	Sunday.	80,713	82,161
13.....	78,643	80,636	83,265
14.....	80,071	84,035	84,488
15.....	79,072	82,387	Sunday.
16.....	79,377	Sunday.	82,114
17.....	80,487	79,307	82,183
18.....	80,304	82,440	82,010
19.....	Sunday.	81,473	82,121
20.....	80,112	80,452	82,789
21.....	80,250	96,000	84,088
22.....	80,219	84,184	Sunday.
23.....	80,155	Sunday.	81,728
24.....	80,189	81,875	81,874
25.....	88,013	81,630	82,011
26.....	Sunday.	82,486	82,007
27.....	80,541	82,399	82,788
28.....	80,327	84,009	83,519
29.....	80,685	83,647	Sunday.
30.....	81,285	90,225
31.....	82,000	Sunday.	88,843
Total.....	2,166,585	2,067,918	2,158,750
DAILY AVERAGE.....	80,244	82,716	83,029
Total sold for 3 months.....			6,393,253
Daily average sold for 3 months.....			81,965

E. WYLLIS OSBORN, BUSINESS MANAGER.

Sworn to and subscribed before me this 12th day of April, 1896.

[L. s.]

WALLACE I. KNIGHT, Notary Public.

THE SCRIPPS-McRAE LEAGUE, Publishers,

E. T. PERRY, Direct Representative,

94 Hartford Bldg., Chicago, Ill.

53 Tribune Bldg., New York.

In One Year's Time

A watch in good running order ticks **157,680,000**
 Ticks.

For each 2,000 ticks there is one person in

DAYTON, OHIO

(Population about 80,000)

For the most part progressive,
 intelligent and prosperous

The Morning Times
Evening News with their
 combined circulation of

14,000

DAILY

Reach the larger part of this busy community. These papers are improving with age. Each year makes them more valuable. They are the Gem papers of the "Gem" city.....

Established

Morning Times, 1844

Evening News, 1885

Weekly Times-News, 1808



**WE GIVE YOU FULL VALUE
 FOR YOUR MONEY.**



**38 PARK ROW,
 NEW YORK.**

H. D. LaCoste, EASTERN
 MANAGER.

The local merchants of Peoria have made a discovery

*Not by accident—
nor in the twinkling of an eye—
nor by all together—*

One of the leaders made a beginning—the usual way. One, then another, and another followed—the usual way again. Now all the live store people in Peoria know the

Peoria Evening Times

to be the best trade bringer among Peoria's afternoon papers.

If the PEORIA EVENING TIMES stimulates local trade, why not trade of all respectable sorts?

...Rates firm, but not high...

THE EVENING TIMES

Peoria, Ill.

PHILIP RITTER, Eastern Representative,
150 Nassau St., New York.

OUR TEAPOT

IT IS SOLID SILVER—STERLING.

What is it for?

We will tell you. This is it. In every issue of PRINTERS' INK there appear a good many pretty poor ads and a few good ones.

The good ones bring profit to the advertiser and cause his face to be wreathed in smiles.

The poor ads cost just as much, but produce less result, and induce a loss of faith in the value of advertising.

This is all wrong!

We want more good advertisements.

The way to make a good advertisement is to try to make a good one—try hard.

To encourage good advertisements, we will, early in June, send this Solid Silver Teapot to the advertiser who has the best advertisement in PRINTERS' INK during the month of May.

Early in July, another PRINTERS' INK Teapot will be sent to the advertiser who has the best advertisement during June.

In July another. In August another, and so on.



THE PRINTERS' INK TEAPOT.

May, 1896.

We invite our readers to scan the advertisements, select the best and fill out the voting coupon, and send it in—addressed to PRINTERS' INK.

As a reward to the voters we will give a coupon good for a year's subscription to PRINTERS' INK to each voter who happens to vote for the advertisement that is deemed the best. Votes should be mailed or delivered before the publication of the issue of PRINTERS' INK next succeeding the one in which the ad voted for appears.

VOTING COUPON.

In the opinion of the undersigned, the best, that is the most effective, advertisement in the last issue of PRINTERS' INK is that of

appearing on page _____

Name of voter _____

Address of voter _____

Date, _____

Voting Coupons, properly filled, should be addressed simply

PRINTERS' INK, 10 Spruce St., New York.

The subscriber who is unwilling to mutilate his copy of PRINTERS' INK by cutting out the coupon may express his preference by letter or postal card. Either will answer the purpose.

IN PRINTER'S INK

1/4
Page
Space Shown
Below

\$ 300
Pays for a
Quarter Page
advertisement
in **PRINTERS' INK**
to appear once
a month for
an entire year

\$ 1200.
Pays for a full
Page

As to St. Louis and the GREAT SOUTHWEST

A Crucial Test
in which the

Post-Dispatch

Comes out
FIRST Best

On Sunday, March 29, the C. E. HILTS SHOE CO., of St. Louis, published in the Post-Dispatch and other papers an advertisement containing a puzzle, the solvers of which were required to cut out the entire advertisement and puzzle and deliver same signed and sealed to the office of the shoe company mentioned.

...The Letter that CAME...

ST. LOUIS, April 8, 1906.
Mr. C. M. SELPH, Advertising Agent, St. Louis Post-Dispatch, City.
Dear Sir—In accordance with our understanding that you were to publish the result of our "Puzzle Contest" (no matter what paper gave the largest returns) which we advertised Sunday, March 29, in the Post-Dispatch, Globe-Democrat, Republic, Star, Westliche Post, we herewith give you result of returns of coupons received of our advertisements clipped from different papers.

Post-Dispatch	8,561
Globe Democrat	8, 85
Republic	5,219
Star	1,333
Westliche Post	1,098
Total	27,496

These totals are for country and city answers combined, but in the city alone the Post-Dispatch led the Globe-Democrat 247 and the Republic 880 answers.

The above returns conclusively show and prove to us the fact that your claim, that the Post-Dispatch is "pre-eminently the people's popular paper of St. Louis, with the largest circulation," is substantiated. In addition to the number of coupons received, we are glad to say that the results produced by the Post-Dispatch are perfectly satisfactory to us and we congratulate you upon being its representative. If you find any merchant who doubts the efficacy and producing powers of an advertisement placed in the paper you have the honor to represent, you are at liberty to refer them to us at any time.

Very truly yours,

By C. E. HILTS, President and Treasurer.

C. E. HILTS SHOE CO.

The S. C. Beckwith Special Agency,

Sole Agents Foreign Advertising,

CHICAGO.

NEW YORK.

IF YOU WANT ANY SAY HOW MANY.



NEWSPAPER MEN who wish to acquire a number of PRINTERS' INK Coupons, good either for a one year or a till the end century (Jan. 1, 1901) subscription, and who desire to pay for these coupons by the insertion of an electrotyped advertisement to appear a specified number of times, to be agreed upon in advance, are invited to address

PRINTERS' INK,

10 Spruce Street,

 **NEW YORK.**



HARD TO BEAT!

A good, striking card, displayed attractively in our Street Cars, is sure to be seen, read and remembered—it can't be avoided unless you're blind or can't read.


WHY NOT TRY IT ?

We'll attend to details—you get sure publicity and results. ~



GEO. KISSAM & CO.

Postal Telegraph Building, ~ New York.

The very pleasantest
months of the year
for Ocean and Con-
tinental travel are
those selected for 



MR. ED. DE LA COUR'S
SELECT EXCURSION
TO EUROPE

Smooth seas, delightful weather,
easy trips, first-class hotels and
railways, all conduce to an en-
joyable time, and the price—
\$575; time, 73 days—speak
for themselves.



A limited number of berths having been secured on the
French Transatlantique steamer, it is advisable for those who
may desire to join the excursion to make application for
membership at the earliest possible time by making a deposit
of \$100 to the order of

MR. ED. DE LA COUR,

Postal Telegraph Bldg., 1st Floor, 253 Broadway, New York.

Is it not *Surprising*

when you reflect that for

\$575.00

you are given a seventy-three days' tour—all expenses paid—everything first-class — no annoyances whatever—and a visit to Europe's most attractive spots? This is not one of those "personally conducted" tours where you are like a flock of sheep — it's a large family party under experienced and unobtrusive chaperonage. If you are in for a "good thing," apply ere it's too late to

Mr. Ed. de La Cour,

253 Broadway, - - - New York.



A GOOD THING — WORK IT!

This applies to advertising as well as other pursuits. Don't long for the impossible, but be up to date—have a live, convincing, modern card in the

STREET CARS—

And you can “work” the
buying public legitimately.

Drop us a line for details.

GEO. KISSAM & CO.,

Postal Telegraph Building, New York.



LIVE STOCK

is the kind that is always moving. We can give your business a boom by the insertion of a bright, well-worded and catchy illustrated card in the ❀ ❀ ❀ ❀ ❀ ❀ ❀ ❀ ❀ ❀

Street Cars

and you have 15,000 to choose from—all good!



GEO. KISSAM & CO.,

253 BROADWAY, N. Y.

The Beauty

of the advertising on the

Brooklyn "L"

is the size of cards in its cars,

16x24 Inches

and displayed in concave racks. Proper curves. No back-number frames. You can tell your story effectively.

Live Advertisers

appreciate this. Look in the cars and see!



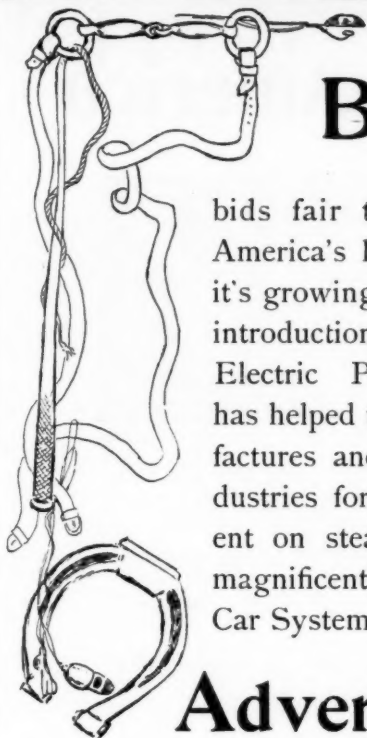
For rates, address:

George Kissam & Co.,

35 Sands Street,

Brooklyn, N. Y.

S. D. GARRETT, Manager.



Buffalo

bids fair to be among America's largest cities—it's growing daily and the introduction of Niagara's Electric Power System has helped to boom manufactures and all other industries formerly dependent on steam. It has a magnificent Electric Street Car System and the

Advertising

is controlled by

Geo. Kissam & Co.,

also the Street Railways of Tonawanda
and Niagara Falls.

Buffalo Office, 378 Main Street.

In All America



THERE IS NO OTHER

ADVERTISING AGENCY

That can serve an advertiser's
interests as well as

THE GEO. P. ROWELL
ADVERTISING CO.

No. 10 Spruce Street,
New York.

Correspondence solicited.